

# Tobacco Use Prevention and Local Public Health Endowment

*Annual Report to the Minnesota Legislature: 2001 Activities*



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# Tobacco Use Prevention and Local Public Health Endowment



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# Executive Summary

The resources of the Tobacco Use Prevention and Local Public Health Endowment are at work in communities across the state, positively affecting the lives and health of Minnesota's youth. Using approximately eight percent of the revenue from the historic settlement between the state and the tobacco industry, communities across the state are working hard to reduce the number of teens using tobacco products and engaging in other risk behaviors. As community efforts enter their second year, early indicators show that all of the hard work and resources are paying off.

The Minnesota Department of Health (MDH) administers endowment revenues and has been directed by the Minnesota Legislature to spend up to five percent of the fair market value annually to reduce the human and economic consequences of tobacco use and other high-risk youth behaviors. In FY 2002, \$21,061,299 is available for the state and communities to address this important challenge.

In accordance with funding guidelines provided by the Legislature, MDH was allocated \$17,460,935 for distribution through the Minnesota Youth Tobacco Prevention Initiative (MYTPI) to reduce youth tobacco use by 30 percent by 2005. It also dispersed \$3,450,364 through the Youth Risk Behavior Initiative (YRB) for health promotion and protection activities aimed at high-risk behaviors among youth. Communities report—and evaluation surveys confirm—that these resources are having a positive impact on the lives of Minnesota youth that, if sustained over time, will pay significant health dividends for all Minnesotans.

## Minnesota Youth Tobacco Prevention Initiative

Communities involved in the Minnesota Youth Tobacco Prevention Initiative (MYTPI) are working on multiple fronts to address the problem of teen tobacco use. Communities are empowering youth to be tobacco-free by creating a statewide environment in which tobacco use is viewed as: undesirable, unacceptable and inaccessible. As a result, the state and community-based coalitions have:

- Organized youth to stand up for their own health by learning the truth about tobacco's effects and the practices of the tobacco industry. For example, 30,000 teens have joined the Target Market movement.
- Conducted an award-winning counter-marketing ad campaign that amplifies the anti-manipulation message of the grassroots youth movement. The third wave of this campaign will be launched soon.
- Instituted curricula, for example *Life Skills Training*, in hundreds of schools across the state to educate teens to make healthy life decisions and give them the skills to say not to tobacco and other drugs.
- Diverted tobacco-addicted teens to programs that can treat that addiction and help them quit.
- Worked to reduce tobacco-related health disparities through culturally-based activities that focus on populations-at-risk who use tobacco at higher rates, are disproportionately affected by tobacco related death and disease, or who have been specifically targeted by the tobacco industry.

- Brought together public health and law enforcement officials to conduct compliance checks that assure teens across the state are unable to purchase tobacco products.
- Reduced exposure to second-hand smoke by establishing both voluntary and regulatory policies that limit smoking in public areas.

The Initiative weaves together community-based efforts, statewide programs, a youth-led organization to sponsor education and activities and an award winning counter-marketing campaign to create a new social fabric that will support teenagers' resistance to tobacco use. After a fast-paced start, MYTPI got into full swing in 2001 and local communities are alive with activities to improve the lives and health of Minnesota teens.

To evaluate the impact of these activities on youth tobacco use, MDH, in collaboration with the Minnesota Department of Children, Families and Learning (CFL), conducted the Minnesota Youth Tobacco Survey (YTS) between January and March of 2000. The YTS is the most comprehensive survey of youth tobacco use ever done in Minnesota, with over 12,000 teens in grades 6 to 12 in 103 public schools participating. The survey provided baseline data before Initiative activities began. The second YTS will be conducted from January through March 2002, the midway point of the Legislature's 2005 date for achieving a 30 percent reduction in youth tobacco use. The second survey will measure the Initiative's progress toward reducing youth tobacco use rates. Results will be available in Summer 2002.

Results of the first YTS revealed that at the beginning of

Initiative activities, 38.7 percent of Minnesota high school students were current tobacco users. That is about four percent higher than the 34.8 percent national average. To meet the state's aggressive goal, tobacco use has to fall from 38.7 percent to 27.1 percent among high school students and from 12.6 to 8.8 percent among middle school students.

Given the trends in tobacco use that other newly released Minnesota studies have demonstrated, MDH anticipates that the results of the 2002 YTS will show that the Initiative is on the right track and moving toward achieving the 30 percent reduction goal.

An evaluation of the Target Market campaign conducted by the Twin Cities-based research firm Market Solutions revealed:

- That 87 percent of Minnesota's teens know Target Market and its industry manipulation message.
- A 20 percent increase in the number of committed non-smokers (youth who do not smoke and report they are not open to trying).
- A 25 percent reduction in 12 to 17 year olds who have used tobacco in the last 21 days.

In addition to the Target Market survey indicating that teen attitudes are changing and tobacco use is decreasing, the 2001 Minnesota Student Survey recently released by CFL also shows that fewer teens are smoking. According to the survey, there was a 38 percent reduction in ninth grade tobacco use from 1998 to 2001. When the Student Survey results are compared to the 2000 YTS, they suggest a 24 percent drop in ninth grade smoking since the beginning of the Initiative. These trends bode well for the 2002 YTS

and show that the Initiative is having an impressive impact on the number of teens smoking and using other commercial tobacco products.

## Youth Risk Behavior Initiative

The Youth Risk Behavior Initiative (YRB) has two goals:

- to reduce youth risk behaviors (other than tobacco use), and;
- to increase the capacity for youth, adults, communities and systems to support healthy youth development.

This initiative is based on the theory that physical and emotional health are intertwined and that youth should be viewed as resources to be developed rather than problems to be fixed. The YRB Initiative focuses on youth risk behaviors that contribute most to poor health during the teenage years and across the lifespan.

The risk behaviors addressed are:

- Alcohol and other drug use.
- Sexual behaviors that may result in pregnancy, HIV and STDs.
- Violence.
- Suicide.
- Physical inactivity.
- Unhealthy dietary behavior.

Young people, families and communities across the state are involved in YRB activities tailored to meet the specific needs and resources of local communities. The impact is being felt in a variety of ways:

- Local communities are providing more opportunities for positive, healthy youth activities. Increased options for after-school activities, school gymnasiums being opened for summer youth programs, and

other activities for youth and their families are good examples of the YRB initiative's effect in communities.

- In the first six months, more than 40,000 young people around the state were involved in YRB activities.
  - More than half of all communities receiving YRB funds have formed partnerships with young people in the community to work on reducing youth risk behaviors. Young people are involved in youth advisory councils, youth/adult coalitions, focus groups, community presentations, and other leadership opportunities.
  - Parents and families are learning how to play a stronger role in reducing youth risk behaviors. Parents across the state are learning how to improve communication and strengthen guidance, support and connection with their adolescent children.
  - Community awareness about alcohol use and other youth risk behaviors has increased. Young people report that communities are becoming more aware of problems related to underage alcohol use and are changing how they address the issue.
- The 2001 Minnesota Student Survey data suggest that these collaborative efforts are having a positive impact on the decisions and behaviors of adolescents.
- Alcohol use decreased for 9th and 12th graders between 1998 and 2001.
  - Marijuana use decreased among ninth graders.
  - Violent behavior and sexual behavior decreased among both 9th and 12th graders and were the lowest rates reported in the history of the survey.

Through the YRB Initiative, Minnesota youth are developing the skills, attitudes and behaviors that support a lifetime of good health. All around Minnesota, young people and adults have worked together for the past year to identify local needs, mobilize existing resources and determine what needs to be done in their own communities to improve the health of young people. After the first year of the Initiative, there are promising initial indications of sustainable success. Maintaining and

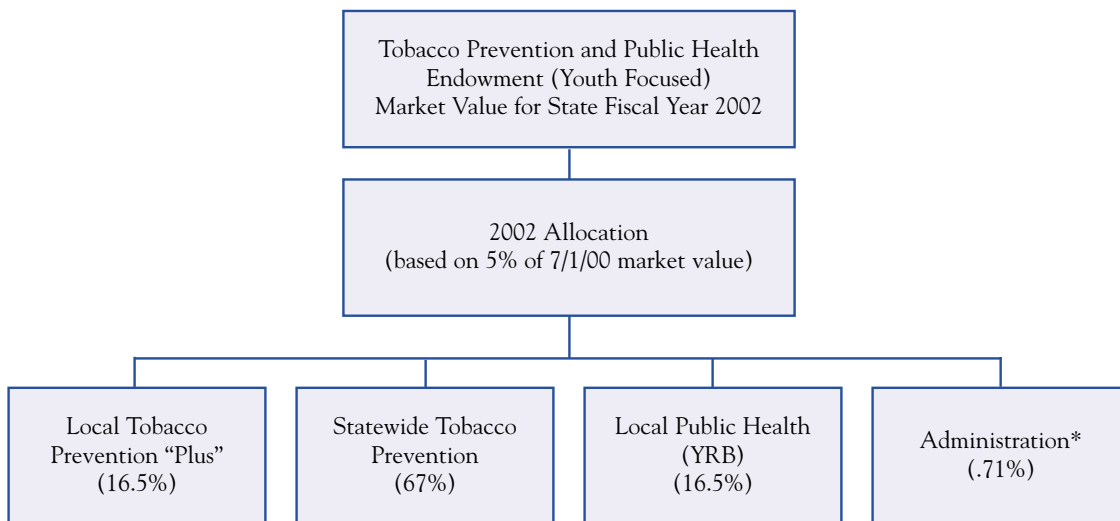
building on this success to achieve the long-term vision of healthy youth development will require a commitment to these efforts and vigilant monitoring of their effectiveness.

### Conclusion

Youth health behaviors—both positive and negative—are based on a complex blend of social and individual factors with no single cause or solution. Effectively addressing these behaviors—ranging from alco-

hol and tobacco use to sexual behaviors and physical inactivity—requires a comprehensive, sustained, community-wide approach. Positive evaluation results for the Youth Tobacco Prevention and Youth Risk Behavior initiatives suggest the importance of integrating statewide and community efforts. Long-term success cannot be achieved without the sustained partnerships and collaborations between community individuals and statewide institutions that have been developed through these two initiatives.

## Tobacco Endowment Allocations for State Fiscal Year 2002



\* As per statute M.S. 144.395 Sub02, the Commissioner of Health appropriated \$150,000 to administer endowment funds. This appropriation occurred before appropriations to the three grant funds above.

# Target Market —Year One Evaluation

## OVERVIEW

The results of a June 2001 telephone survey of 1,014 twelve to seventeen year olds indicate that teens across Minnesota are hearing Target Market's anti-manipulation message. For the first time in more than a decade, teen attitudes are changing and teen smoking is on its way down. Twin Cities-based Market Solutions conducted the survey to evaluate the effectiveness of the Target Market advertising campaign. Their key findings suggest that the Target Market campaign has made a significant contribution to these trends and has had a dramatic impact on Minnesota youth. The results of the evaluation survey show that after just one year, the Target Market campaign is doing precisely what Minnesota teenagers designed it to do—reduce the rate of youth tobacco addiction.

## Awareness and Attitudes About Tobacco Industry Marketing to Youth

A recent report from the New England Journal of Medicine concluded that, despite legal settlements with states, Minnesota among them, the tobacco industry continues to advertise in magazines with heavy youth readership. Last March, the Federal Trade Commission reported that since these settlements, the tobacco industry has increased its marketing and promotion expenditures by 22 percent, to an annual \$8.23 billion, including a 34 percent increase in magazine advertising.

Based on that report, the tobacco industry spends an estimated \$140 million annually marketing its product in Minnesota.

Awareness of the Target Market brand is the first step toward changing teen attitudes about the tobacco industry and tobacco use. The Target Market evaluation showed that:

Most importantly, the survey showed a 25 percent reduction in 12 to 17 year olds who have used tobacco in the last 21 days.

- Minnesota teens' awareness of advertising about industry marketing to youth has increased to 93 percent.
- Eighty-seven percent of Minnesota teens are specifically aware of Target Market and its campaign to expose the truth about tobacco industry tactics.
- One third of Minnesota teens are aware of a Target Market group in their community.
- Sixty-six percent of Minnesota teens believe that cigarette companies are trying to get them to smoke and 63 percent are angered by how much money tobacco companies make on youth smoking.
- Eighty-six percent of Minnesota teens feel that they now have the power to fight back, 68 percent feel that they have learned something new and 59 percent are inspired by the ads.

These attitudes are an important precursor to the changes in behavior that were also evidenced in the Target Market evaluation.

## Reductions in Youth Smoking

The survey suggests that after more than a decade of steadily increasing youth tobacco use rates (Minnesota's have been about four percent higher than the national average), Target Market has not only helped stop the ominous trend, but has helped to reverse it as the following findings demonstrate:

- A 25 percent reduction in 12 to 17 year olds who have used tobacco in the last 21 days.
- A 20 percent increase in "committed non-smokers," a 28 percent decrease in "susceptible non-triers" and a 22 percent decrease in "addicted" youth smokers.
- A sharp increase, 108 percent, in the number of once "occasional smokers" who report having quit.

## METHODOLOGY

The Target Market campaign evaluation consisted of a pre- and post-wave random digit dial telephone survey of Minnesota teens, ages 12 to 17. The baseline survey, conducted in January 2000, prior to the campaign launch, consisted of 1,000 teens. The subsequent survey, conducted in June 2001, consisted of 1,014 teens. The number of teens surveyed is a representative sample as it relates to age, gender, geography and ethnicity, based on the 1990 Census. The survey's margin of error is +/- 3 percent and the confidence level is 95 percent.

The survey seeks to measure the effectiveness of the Target Market tobacco counter-marketing campaign by looking at awareness of anti-tobacco campaigns, attitudes about tobacco and tobacco companies and teen tobacco use. The survey consists of 34 questions.

# 2001 Minnesota Student Survey

## OVERVIEW

In November 2001, the Minnesota Departments of Health (MDH), Children, Families and Learning (CFL) and Human Services (DHS) released the results of the CFL's 2001 Minnesota Student Survey showing that students are making better decisions about their health and healthier decisions about their behaviors. The in-school survey of more than 130,000 Minnesota youth showed dramatic reductions in youth tobacco use and notable decreases in youth alcohol use and sexual intercourse. Decreases in student violence (defined as beating up another person) were more moderate, and marijuana use remained steady among high school seniors. The survey did, however, show an encouraging decrease in marijuana use among younger students, where rates had been increasing. The results indicate that after just one year, programs funded from the Tobacco Use Prevention and Local Public Health Endowment are having a positive impact on the youth of Minnesota and will pay important health dividends in the future.

## Tobacco Use

Tobacco use in the past 30 days among 9th and 12th graders dropped by 38 and 16 percent respectively between 1998 and 2001. When compared with the 2000 Minnesota Youth Tobacco Survey conducted immediately preceding Youth Tobacco Prevention Initiative activities, the results of the survey indicate that:

- Tobacco use among ninth graders declined by 18 percent between 1998 and 2000, before endowment-funded tobacco prevention activities began.

- Tobacco use among ninth graders declined a further 24 percent in the first year of endowment-funded tobacco prevention activities.

After a 60 percent increase in the early 90s, ninth grade tobacco use rates are at their lowest in the survey's history.

## Alcohol Use

Alcohol use in the past 12 months decreased among 9th and 12th graders by 13 and 2 percent respectively between 1998 and 2001. Ninth grade alcohol use rates were the lowest rates reported in the history of the survey.

## Marijuana Use

Marijuana use in the past 12 months among 9th graders, having increased in 1995 and 1998, decreased by 18 percent and remained stable among 12th graders.

## Violent Behavior

Violent behavior, defined as hitting or beating up another person in the past 12 months, decreased among 9th graders by 7 percent and 12th graders by 12 percent. Both are at the lowest rates in the history of the survey.

## Sexual Behavior

The percentage of 9th graders who have ever had sexual intercourse declined by 18 percent and among 12th graders, it declined by three percent. Both are at the lowest rates in the history of the survey.

## METHODOLOGY

The Minnesota Student Survey is a voluntary written survey administered in school to Minnesota teens in grades six, nine and twelve. Administered every three years, 89,000 youth participated in 1989 and participation has increased to 133,000 over the last two surveys. Parents are informed of the survey in advance and can choose to not have their children participate. Students can also opt out or skip questions if they choose. The survey is anonymous, with no names or identifying code numbers on survey booklets.

The Minnesota Student Survey gathers information about the lives of adolescents and focuses on several behaviors that endanger the health and well-being of young people. It also addresses aspects of the school environment that may foster or hinder their social and academic growth. The survey consists of 121 questions and takes students an estimated 50 minutes to complete.

**EYES ON THE PRIZE**—When evaluating new prevention efforts like the Minnesota Youth Tobacco Prevention and Youth Risk Behavior initiatives, keeping an eye trained on the data from ninth graders can provide a particularly useful view of future success. For example, when the Tobacco Prevention Initiative began, the 12th graders in the 2001 Minnesota Student Survey were 11th graders and were more likely to have already established the tobacco use behaviors that the Initiative is designed to prevent. While Initiative activities can, and do, change an established behavior, the focus is more appropriately placed on preventing youth from taking up smoking. Ninth graders, on the other hand, were much less likely to have already established tobacco use behaviors when the Initiative's prevention activities began. They may not only have been open to smoking, but also more open to the prevention-focused efforts of the Initiative. Therefore, the best indicator of the Youth Tobacco Prevention and Youth Risk Behavior Initiatives' initial success will be found in the ninth graders. Subsequent surveys that sample 12th graders will speak to each initiative's ability to sustain and build upon early success as youth advance through school.

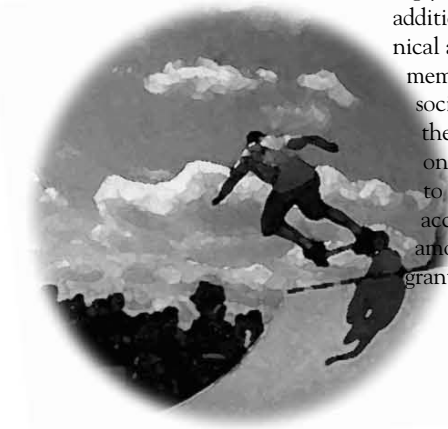
# Statewide Support & Development Grants

Organizations working on Statewide Support & Development grants provide external evaluation services, technical assistance for populations-at-risk grantees, information and policy resources, and communication and training coordination. These grants help to facilitate the activities of the Initiative's community-based grantees.

## The Minnesota Institute of Public Health (MIPH)

MIPH created a communication network to help grantees and MDH effectively communicate and coordinate with one another. Among its successes, the Initiative Web site ([www.mntobacco.net](http://www.mntobacco.net)) provides information about the Initiative and local tobacco prevention; future plans to develop a web-based system that allows grantees to share strategies and retrieve research on best practices; and the quarterly newsletter *Initiative Matters* chronicles the activities of grantees in the MYTPI.

Additionally, MIPH planned and held Initiative-wide orientation meetings, training on how to work with youth and a conference on reducing exposure to secondhand smoke. MIPH planned the second Annual Institute on Youth Tobacco and Risk Behavior Prevention held last May and is currently planning the third Institute, which will help endowment grantees apply theory and effective strategies in their own communities.



## Program Evaluation Assistance Center (PEAC)

PEAC at the University of Minnesota provides evaluation support for all 50 MYTPI local and populations-at-risk grantees. Evaluation support was tailored to the grantees' needs to assure that local tobacco prevention initiatives reach their programmatic goals and move the state toward the overall goal of reducing youth tobacco use. In addition, PEAC produced five reports focused on two common areas of grantees' work: schools and developing youth groups. The reports describe the efforts and detail lessons learned from the grantees' work.

## Tobacco Law Project

The Tobacco Law Project provided more than 150 consultations to community members and organizations on matters of law and public policy relating to tobacco prevention and control. Consultations centered on the topics of secondhand smoke and ordinances regarding youth access to tobacco. In addition to actively providing technical assistance to community members working to change social norms around smoking, the Law Project investigated the online availability of cigarettes to children and assessed youth access enforcement practices among endowment funded grantees.

## Indigenous Peoples Task Force & Calabash: Learning Evaluation and Assessment Research (CLEAR)

The Indigenous Peoples Task Force assisted in the reduction of teen tobacco abuse in Minnesota through capacity building and resource provision to the ten American Indian and one Gay, Lesbian, Bisexual and Transgender (GLBT) consortium projects currently funded through the Minnesota Youth Tobacco Prevention Initiative. Services to grantees included information sharing formats and material development that addressed youth retention, project updates and a strategic planning/grant writing workshop for future funding opportunities, as well as on-going requested site visits and culturally tailored technical assistance services.

CLEAR effectively provided technical assistance in the startup, implementation and management for the populations-at-risk grantees in the African American, Asian Pacific and Latino communities, Metropolitan Federation of Alternative Schools and Somali Community Resettlement and Services. Technical assistance includes telephone consultations, on-site assistance and targeted community training sessions to improve grantees' capacity to effectively reduce tobacco use among youth.



# Statewide Innovative & Evidence-Based Grants

While the Statewide Evidence-Based grants incorporate quantitative and or qualitative research findings into practice, the Innovative Statewide grants seek to develop and evaluate novel approaches to youth tobacco use prevention. Both of these grant categories focus on statewide prevention activities that can be integrated with the activities of community-based grantees.

## Minnesota Council of Churches

The Spirit of Life Project developed a diverse, growing faith community leadership base, including Lutheran, Baptist, United Methodist, Catholic, Apostolic, Church of God in Christ, Brethren, Hmong and African American leaders and parish nurses. It also:

- Completed a statewide survey of clergy about tobacco prevention, with more than 20 percent response rate. The first such evaluation for faith communities, it showed the overwhelming need (over 70 percent) for tobacco prevention leadership, involvement and resources.
- Trained more than 250 health professionals in cross-sector technical assistance for faith communities.
- Developed capacity building plans for 18 to 25 congregations.
- Developed and published youth tobacco prevention articles through the Council of Churches' network of faith communities and leaders that reached both regional and national audiences.

## Association for Nonsmokers—Minnesota

*Tobacco-Free Youth Recreation* (TFYR) assisted more than 150 recreational organizations across Minnesota to promote and model tobacco-free lifestyles. TFYR offers resources and tools to assist state and local organizations with tobacco-free policies. TFYR worked with four communities to adopt tobacco-free policies for playing fields that held youth recreation activities.

*The Secondhand Smoke Resource Center* (SSRC) provides consultations, speakers and technical assistance to more than 100 customers including citizens, business people and local public health agencies and other organizations working on tobacco control. Focus groups with Latinos in the Metro area and in outstate Minnesota were conducted to determine attitudes and beliefs about secondhand smoke. More than 800 items (articles, books, pamphlets, videos) have been cataloged for the Resource Center.

The Department of Children, Families and Learning welcomed more than 400 teachers, local public health grantees and law enforcement personnel to participate in curriculum preview sessions in effective, skills-based tobacco use prevention. More than 200 teachers were trained in the *Life Skills Training* curriculum at sites in Roseau, the Twin Cities, St. Cloud, Mankato and Montevideo. This project also implemented a comprehensive, school-based tobacco use prevention program at five pilot schools around the state. Mini grants have been awarded to schools all over Minnesota to start implementing tobacco prevention strategies in their school communities.

## Department of Children, Families and Learning

co-free policies. TFYR worked with four communities to adopt tobacco-free policies for playing fields that held youth recreation activities.

## Illusion Theater

Illusion Theater used its Peer Education method to deliver messages to Minnesota youth about how to avoid starting to use tobacco and how to say “no” to tobacco. High schools students are trained to perform *Clear the Air*, a play developed by Illusion Theater. The play is performed for youth, ages 11 to 14, in their schools and communities. More than 500 youth have been reached through this effort in the Staples/Motley area, Fairmont, Rush City and Twin Cities.

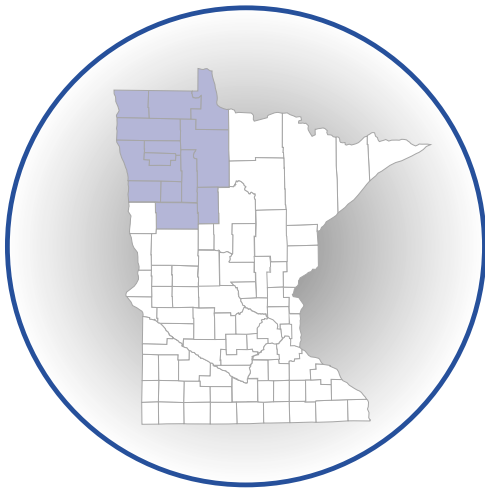
## Allina Communities Organizing Against Tobacco Project (COAT)

COAT demonstrated the enormous potential of a public-private relationship and the capacity of a health system to bring together community leaders and schools. In Shakopee and Buffalo, COAT facilitated community assessment partnerships for tobacco prevention strategies to decrease social access to tobacco and increase tobacco cessation services. A baseline assessment was conducted through surveys of students, parents, community leaders and a profile of community tobacco programs. Action plans were created to increase awareness of youth tobacco use and access, incorporate youth and adult community activities and employ strategies in community hospitals that support smoke-free policies and promote and provide cessation services.

The restructuring of Allina Health System ended Project COAT November 29, 2001.

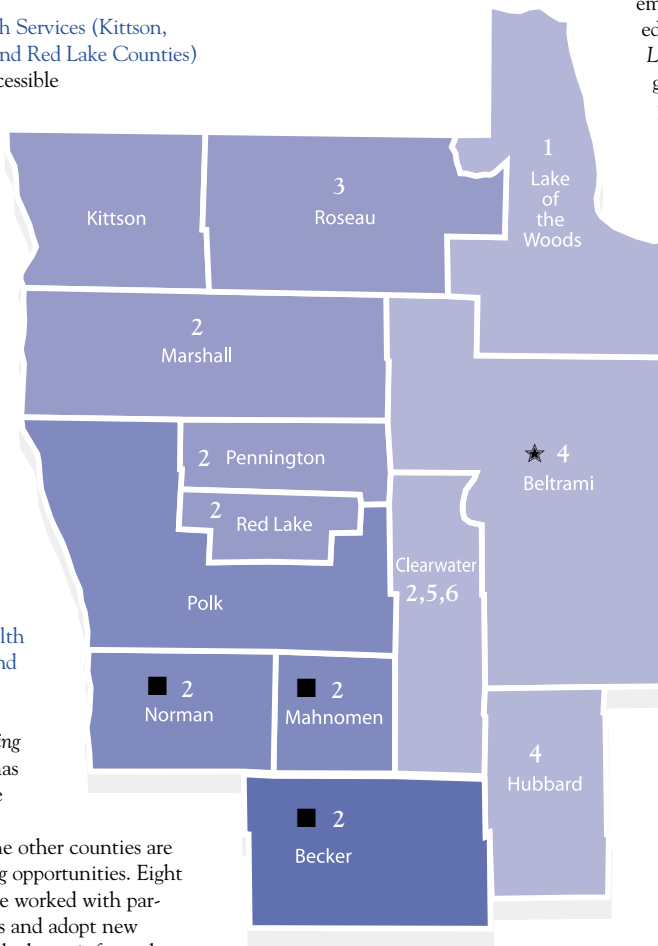
# NORTHWEST REGION

Three local tobacco prevention grants and two populations-at-risk grants cover thirteen counties and two reservations in northwestern Minnesota. The implementation of evidence-based tobacco prevention curricula has been a focus for this region, along with increased monitoring of youth access to tobacco.



Quin County Community Health Services (Kittson, Roseau, Marshall, Pennington, and Red Lake Counties) focused on making tobacco inaccessible and unacceptable to youth. Quin CHS has focused its efforts on coordinating regional youth access compliance checks with area retailers. Ten of the 16 area school districts have implemented tobacco prevention curricula, and the remaining six will do so in 2002-2003. Pennington and Marshall Counties are also participating in a very visible public awareness campaign using television, newspapers, radio, brochures and billboards to educate people about the dangers of secondhand smoke.

The Multi-County Board of Health (Becker, Mahnomen, Norman and Polk Counties) has focused its efforts on making an impact on youth in schools. *Life Skills Training* tobacco prevention curriculum has been adopted in 6th to 8th grade classrooms in five Polk County school districts. Teachers from the other counties are participating in *Life Skills Training* opportunities. Eight Polk County school districts have worked with parents and the community to assess and adopt new tobacco use policies in the schools that reinforce the messages youth hear in the classroom. Outside the classroom, youth have been activated and take action through a series of Tobacco Free Youth Coalitions and Youth Action Committees that work in each county and coordinate youth advocacy activities regionally as well. This past August, Polk County youth planned a regional summit in coordination with Target Market that drew 132 youth to talk about and advocate on behalf of their peers.



North Country Community Health combines efforts in Beltrami, Clearwater, Hubbard and Lake of the Woods Counties to help prevent youth from smoking and address the needs of youth who already smoke. In Beltrami County, endowment funding has been used to increase the activity of the B-TEAM around tobacco prevention in combination with other youth risk behaviors. They have been successful in combining funding from several sources to address youth issues. Clearwater County has put particular emphasis on delivering tobacco prevention education by adopting and implementing the *Life Skills Training* curriculum for all 103 sixth grade students each year. This funding has also provided the impetus for the first round of compliance checks in Clearwater County, as well as a diversion class for youth caught with tobacco products. In Hubbard County public schools, youth have used the *Life Skills Training* curriculum as a base for several projects, including peer education activities with younger grades. *Life Skills Training* prevention curriculum is also being implemented in Lake of the Woods County.

■ **Populations-at-Risk. White Earth Reservation** youth kicked off the school year with a Target Market (TM) dance; 14 students were trained to present Manipulation 101 to peers. A Mini Kick Ash Bash was held at the Naytahwaush Community Service Center. Youth activities included decorating a float, TM style, for a community parade, a kick butts day scavenger hunt and a school presentation. Waubun High School students presented a skit to peers on National D-Day and a community event that involved the school, clinic, Reservation Tribal Council, employees and the community. They presented information on the effects of smoking and secondhand smoke at the Mahnomen Elementary School and held a "No Smoking in Cars Campaign" and distributed care packages to people for in their cars.

★ **Populations-at-Risk. Red Lake Comprehensive Health Services** initiative developed a program that focused on decreasing tobacco use among youth. Tobacco prevention curricula were purchased and implemented. Incentives were designed that increased student participation and these resources helped to coordinate and collaborate with other reservation programs to address youth tobacco use.

## Inter-County Public Health Nursing Service: Red Lake and Pennington Counties

### YOUTH ACCESS TO TOBACCO

- Beltrami County Sheriff's Office conducted two compliance checks a year and used a computer program to track enforcement and to recruit and train youth. Newspaper articles and radio ads were used to educate the public and empower them to report violations.
- Polk County increased to two compliance checks a year and trained youth and law enforcement to follow the protocol found in the compliance manual. They immediately notified retailers of violations and offered education for clerks who violated the law.
- Quin County CHS implemented a complete round of tobacco retailer education, tobacco compliance checks and required rechecks with approximately 140 retailers in their database. They updated their database and shared information with the public in an effort to change community norms. Social access to tobacco was also addressed with direction from youth.
- Lake of the Woods County developed a systematic approach to compliance checks and completed 32 compliance checks in the past year.

### TARGET MARKET LOCAL ACTIVITIES

Northwest teens are on track to create a successful teen-led grassroots movement. Target Market crews are running projects to educate teens and develop a sense of power and awareness throughout the region. Local youth spread their message through popular youth activities like mini Kick Ash Bashes in Fergus Falls, Breckenridge and Naytahwaush and a Battle of the Bands in Moorhead; in addition to dances, demonstrations, letter writing, youth conferences and peer-to-peer education throughout the entire region.

Teen-birth and teen-pregnancy rates rank significantly higher in Red Lake and Pennington Counties than in the rest of Minnesota. Youth Risk Behavior (YRB) funding has allowed the Inter-County Public Health Nursing Service (PHN), comprised of the two counties, to spearhead teen pregnancy prevention efforts.

The hallmark of the teen pregnancy prevention program is teen-parent panel presentation to other students. Inter-County staff believe that the teen-parent panels presented to students in grades 7 to 12 paint a realistic picture of the consequences of sexual behavior.

A teen mom panelist agrees. "The younger students think, 'I'm going to have a kid and it's going to be fun, and this guy is going to stay with me forever,'" said the panelist. "They do not have a realistic view. After listening to us, they understand."

Changing community norms is another facet of the program. The YRB team met with key partners early on to gather information. The impact of role models on sexual behavior surfaced. "We have a lot of teen parents," said a YRB team

member. "They have seen poor role modeling from their parents."

The YRB funding has allowed Inter-County PHN to begin educating parents. During *Let's Talk Month*, the YRB team submitted weekly articles to the media about how parents can talk with their children about sexuality. The YRB team held panel presentations

for parents, educators, childcare providers and college students. Panel members, including a physician, school psychologist and teen parent, focused on positive youth behavior, sexuality and healthy relationships.

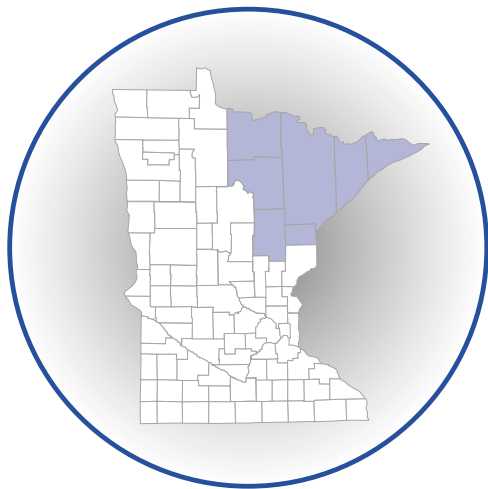
*"I learned that getting pregnant is worse when you're a teen because you can't be with your friends after having the baby and you can't keep going to school as planned."*

Inter-County reports that the community is growing more aware of both the teen-pregnancy problem and pregnancy prevention. Youth are responding. "One girl came up to us after the panel and said, 'I've been sexually active, do I have to continue to be?'" said a YRB staff member, who offered help and resources to the teen.

Panel participation has also helped the teen mother panelists. "It helps a lot of us, and we get to inform kids about what life is really like having a kid at a young age," said a panelist.

Minnesota Youth Risk Behaviors Focus Areas (see map on opposite page for the county YRB focus):

- |                    |                       |                              |
|--------------------|-----------------------|------------------------------|
| 1 Alcohol/Drug Use | 4 Violence            | 6 Unhealthy Dietary Behavior |
| 2 Sexual Behaviors | 5 Physical Inactivity | 7 Multi-Risk                 |
| 3 Suicide          |                       |                              |



# NORTHEAST REGION

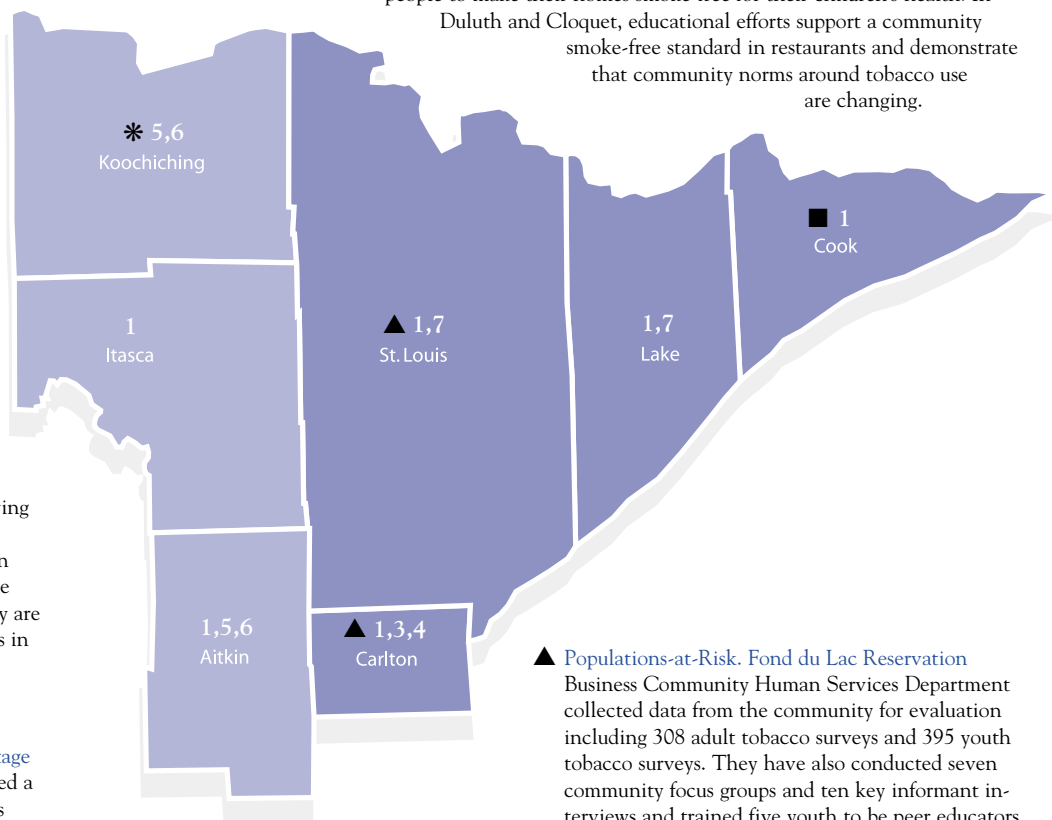
The seven counties in northeastern Minnesota are covered by two local tobacco prevention grants. Strong partnerships have developed between local public health, school and law enforcement which have had a great impact on the community norms of the region.

Aitkin-Itasca-Koochiching Community Health Board has used its endowment grant to comprehensively address youth tobacco use. *Life Skills Training* curriculum is in place for 6th and 8th grades in Aitkin, Hill City and McGregor. Itasca County has teens trained as peer educators who educate elementary students in tobacco prevention. Youth Frontiers Courage Retreats were offered to 7th graders in all three school districts in Aitkin County during the 2000-2001 school year. Public Health has worked with members of the community to identify smoke-free establishments and recognize them with framed "Certificates of Appreciation" and media coverage.

\* Populations-at-Risk. Bois Forte Reservation Tribal Council youth activities are having a positive impact. Youth are responding well to the information that has been provided about the negative effects of tobacco. They are also looking forward to activities in the coming year.

■ Populations-at-Risk. Grand Portage Reservation Tribal Council passed a motion to designate all offices as smoke-free and no smoking will be allowed at public meetings on the Grand Portage Reservation.

Carlton, Cook, Lake, St. Louis Community Health Board has empowered youth to take charge, change school policies and help educate the community about the dangers of secondhand smoke. Eight mini grants to groups of youth in the four counties led to, among other things, a high school student testifying at a public hearing in support of a smoke-free restaurant ordinance and a peer education program in which high school students presented the dangers of secondhand smoke to elementary school students. All Duluth school districts are implementing the *Life Skills Training* prevention curriculum and are assessing their school's tobacco use policies. St. Louis County Public Health has undertaken an ambitious plan to work with area visiting nurses to encourage people to make their homes smoke-free for their children's health. In Duluth and Cloquet, educational efforts support a community smoke-free standard in restaurants and demonstrate that community norms around tobacco use are changing.



▲ Populations-at-Risk. Fond du Lac Reservation Business Community Human Services Department collected data from the community for evaluation including 308 adult tobacco surveys and 395 youth tobacco surveys. They have also conducted seven community focus groups and ten key informant interviews and trained five youth to be peer educators. An ad hoc tobacco committee was formed with representatives from the clinic, pharmacy, dental, social services, public health and other community members. The committee led a discussion on school policies regarding tobacco with four local school districts.

## Carlton, Cook, Lake, St. Louis Community Health Board: Carlton County

- Carlton County conducted compliance checks and provided retailer education to 44 tobacco retailers. County public health and law enforcement continue to inform the public of the importance of keeping tobacco out of the reach of youth and to work with the business community to make tobacco inaccessible to minors.
- Aitkin County Public Health staff is working with other counties to develop a new system for compliance checks, and is working collaboratively with the local sheriff's department to provide direct vendor training in January 2002.
- Itasca County focused on educating retailers and enhancing current compliance checks with existing ordinances that require regular compliance checks and those ordinances that have not required compliance checks.
- Koochiching County increased education of vendors to include at least one face-to-face encounter and promoted community awareness through radio, newspaper and public service announcements. They worked with law enforcement and youth to conduct two compliance checks per year.

The northeast Target Market youth planned and held some large-scale events to help educate their peers about tobacco. One such event, TMX (Target Market Extreme Demo Team), performed to large crowds of youth in Virginia and at the Fourth Fest in Duluth. Target Market also held a countywide mini Kick Ash Bash in Aitkin and 160 teens attended a Target Market dance at the Littlefork Fair in Koochiching County. All of the events and peer-to-peer education efforts strengthened Target Market's teen-led grassroots movement in the northeast region.

Carlton County has witnessed positive changes since it received Youth Risk Behavior (YRB) funds last year. The county YRB team used the funds to pilot a wellness program with a holistic approach in the Carlton school district. Because the YRB team believes stress can lead adolescents to engage in risk behaviors like alcohol use and violence, one goal of the pilot program was to decrease stress where youth spend most of their day, at school.

School staff, community members, youth and parents helped select the focus for YRB activities. After the YRB team reviewed results of the Minnesota Student Survey and received input from school staff, students and community groups, suicide, alcohol use and violence prevention emerged as key areas of concern. Locating community partners to collaborate on this program was relatively easy. "One of Carlton County's strengths is its ability to build upon existing relationships rather than starting from scratch," said the YRB coordinator.

*"The schools feel more connected, the teachers feel more connected with the students and the community feels connected."*

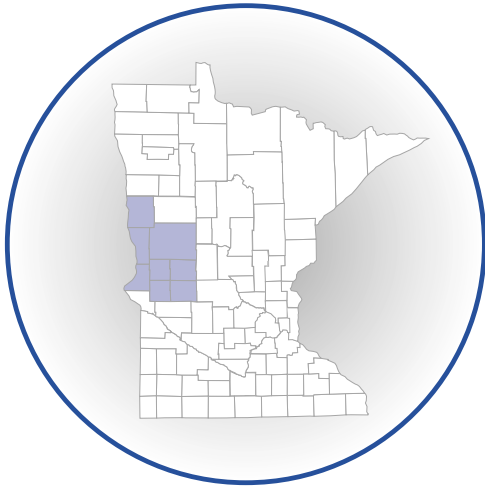
The Wellness Program included expanding peer education and linking such efforts as smoking prevention and non violent youth programs. As a result of this effort, youth developed a video about alcohol use and anger management that students intend to use in health classes and air on the local cable channel. A youth group produced a health calendar for the Carlton school newspaper that identifies alternatives to risk behaviors and lists an asset of the month for adults and youth. The calendar includes a staff wellness day on which students made survival kits and presented them and stress management techniques to teachers.

With YRB funds, Carlton County has implemented a successful pilot program that promotes youth health and wellness. "The community supported a health and wellness approach before the funding," said the YRB coordinator, "but it didn't have the resources. Now they have the opportunity."



Minnesota Youth Risk Behaviors Focus Areas (see map on opposite page for the county YRB focus):

Alcohol/Drug Use	Violence	Unhealthy Dietary Behavior
Sexual Behaviors	Physical Inactivity	Multi-Risk
Suicide		

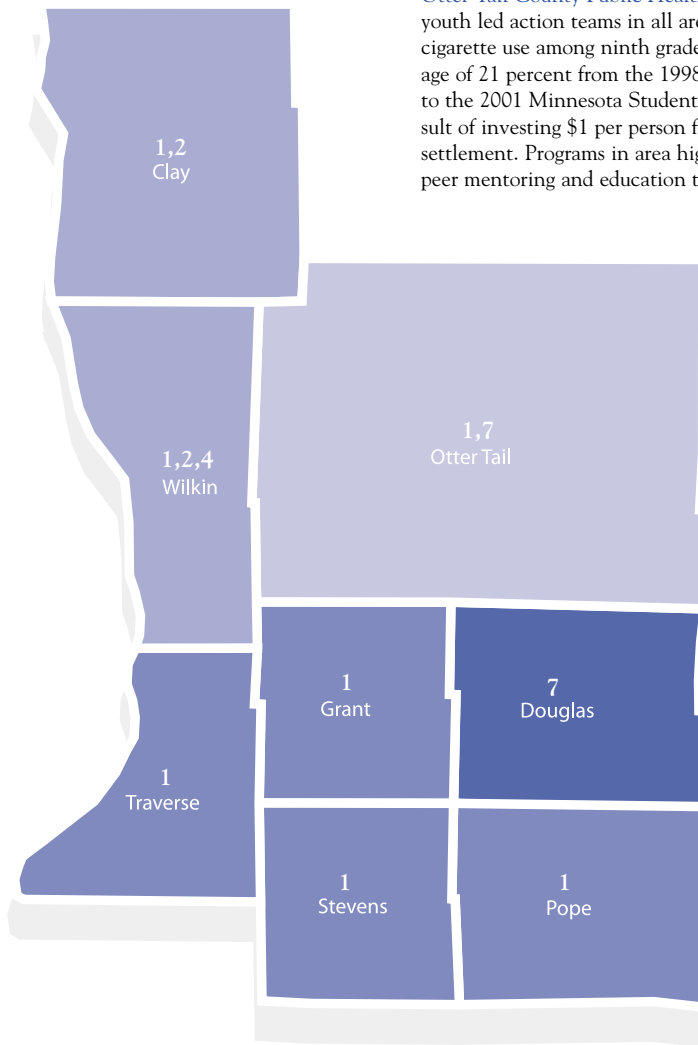


# WEST CENTRAL REGION

In the west central region of Minnesota, endowment funding has mobilized thousands of youth, numerous schools, public health, law enforcement and community members to look at tobacco and other risk behaviors in a comprehensive approach. In this region, thoughtful planning, implementing and evaluating has resulted in a decreased number of youth participating in high risk behaviors.

Clay and Wilkin Community Health Services formed the Youth Health Board Teens Against Brash Behaviors and Substances (TABBS), which includes six high schools, fifteen youth and eight adult advisors. TABBS met seven times since January 2001 and continues to meet monthly. They participated at the West Central Initiative Youth Health Development Conference in Fergus Falls and the Hawley High School Health Fair. Youth Against Brash Behaviors and Substances (YABBS), a Wilkin County subgroup of TABBS, presented Tobacco and Alcohol prevention to the Clay-Wilkin Advisory Board. Other TABBS involvement includes speakers' bureau training, creating tobacco prevention demos and assisting the sheriff's department with tobacco compliance checks.

Mid-State Community Health Services (Grant, Pope, Stevens and Traverse Counties) is focusing on youth leadership, policy development and second-hand smoke. A large number of youth are involved at both the local and multi-county level. These action oriented groups have achieved tobacco policy action in all nine school districts and organized and successfully completed over 45 tobacco prevention related events.



Otter Tail County Public Health has established youth led action teams in all area schools. Weekly cigarette use among ninth graders dropped an average of 21 percent from the 1998 survey (according to the 2001 Minnesota Student Survey)—the result of investing \$1 per person from the tobacco settlement. Programs in area high schools include peer mentoring and education to younger students.

Douglas County Public Health has engaged more than 600 youth in tobacco prevention activities. Adults now have a better understanding of the negative impact of youth tobacco use and the importance of reducing youth access to tobacco. The community is mobilized to aggressively address youth tobacco use.

## Mid-State Community Health Services: Grant, Pope, Stevens, Traverse Counties

Seven of the eight counties:

- Increased partnerships, cooperation and collaboration among local law enforcement agencies, public health and social services.
- Educated the community, including businesses and youth, about the importance of reducing tobacco access to youth as part of a comprehensive plan to reduce tobacco use in the local community.
- Established a minimum enforcement standard throughout the west central region.
- Used rewards and recognition in addition to existing sanctions to gather retailer and community support.

Target Market teens brought their interactive, traveling road show throughout the west central region. TMers visited several county fairs in order to talk to their peers about tobacco. Local Target Market activists also worked within schools and communities to motivate their peers to take action. Mid-State teens also hosted a successful mini bash.



Mid-State Youth Risk Behavior (YRB) activities have focused on underage alcohol use. The decision to address alcohol sprang from community meetings held in each Mid-State county: Grant, Pope, Stevens and Traverse. The community reported that underage alcohol use was rising and becoming more blatant. What's more, underage alcohol use was often ignored. That is changing now as a result of YRB activities.

One community held "chili-bowl chatter" roundtable meetings with parents and young people to discuss adolescent health issues during parent-teacher conferences. Another community's TARGET program, which takes a peer leadership approach to chemical use prevention with high school students, now includes middle school students. And, for the first time, youth-activities nights have looked at the impact of underage use of alcohol and its legal, academic, financial and other implications.

Several communities have curbed underage access to alcohol at community festivals. Bar owners, parents, social service agencies,

public health and law enforcement joined in a community effort to educate servers and raise the awareness of their responsibilities.

The Mid-State team leverages its efforts through the local media. They notify the local media of activities, which are usually covered in newspapers. Youth have reported that they planned not to drink at a dance because "people were going to be watching."

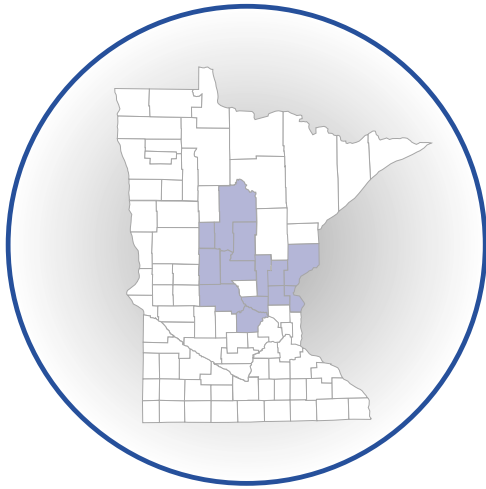
*"The community meetings have provided more opportunity for people to talk about underage alcohol use, to say, 'Yes, we're concerned; yes, we know about it.' This marks a big change: Before you knew it was there, but nobody talked about it."*

To involve parents, Mid-State goes to where the parents are, including parent-teacher conferences and work places for brief meetings. "If parents are parenting better, they can focus more on their jobs, which will make their job performance better," said Mid-State staff.

Mid-State has worked to develop a strong youth presence and youth-leadership role in all YRB activities. A young person involved in YRB activities said, "What makes me feel good is that the adults treat us as equals. They give us recognition and it helps us a lot, and it makes us feel better, and it gives us the drive to do more."

Minnesota Youth Risk Behaviors Focus Areas (see map on opposite page for the county YRB focus):

- |                  |                     |                            |
|------------------|---------------------|----------------------------|
| Alcohol/Drug Use | Violence            | Unhealthy Dietary Behavior |
| Sexual Behaviors | Physical Inactivity | Multi-Risk                 |
| Suicide          |                     |                            |



# EAST CENTRAL REGION

The Minnesota Youth Tobacco Prevention Initiative in the east central region of Minnesota consists of five grants covering thirteen counties. The information described below represents a sample of the tobacco prevention activities in place.

**Chisago County Public Health (Chisago, Isanti, Kanabec, Mille Lacs and Pine Counties).**

**Chisago County** created Freshmakers, a youth coalition whose mission is to advocate for tobacco-free communities and a reduction in teen tobacco use. Another group of youth focused on conducting smoke-free dances in Taylors Falls to support the tobacco-free message.

**Mille Lacs County** provided secondhand smoke education to youth and the community at large. They provided assistance to a restaurant and an apartment building that wanted to go smoke-free.

**North Central Services Cooperative (Morrison, Crow Wing, Cass, Todd and Wadena Counties).**

**Morrison County** trained and supported a team of peer educators who presented a tobacco prevention message to 1,370 youth.

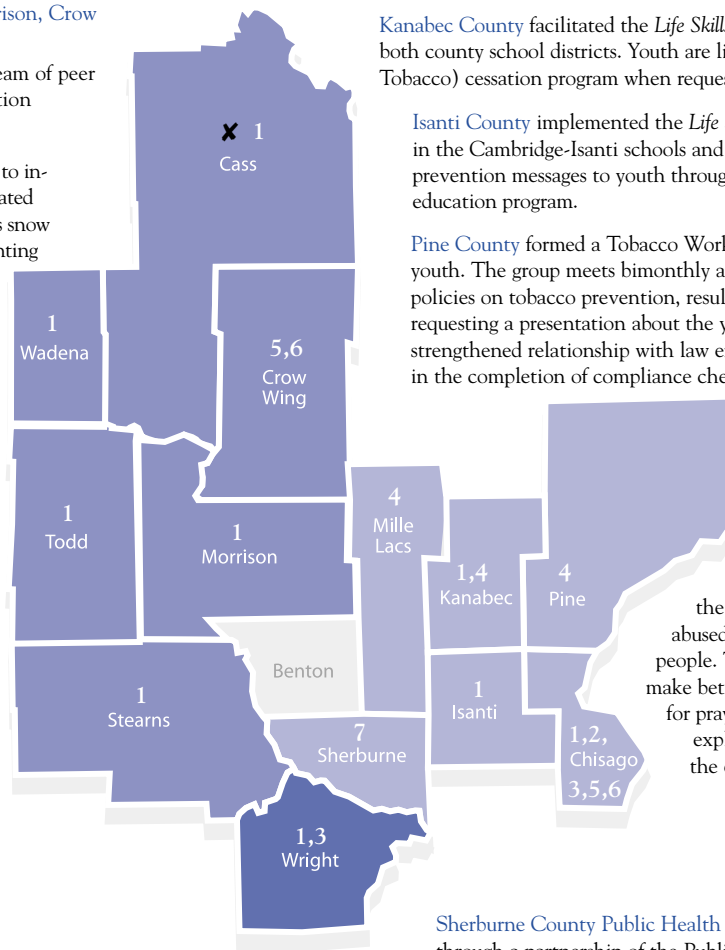
**Cass County** worked with youth and schools to increase awareness of tobacco use issues. Motivated youth continue to plan dances, have mattress snow races and recruit teens. Schools are implementing a tobacco prevention curriculum.

**Crow Wing County** focused on tobacco-free youth recreation activities, resulting in the Brainerd Parks and Recreation Department placing “no tobacco use” signage at all youth recreational events.

**Todd County** focused on prevention messages to youth through student peer groups such as TATU (Teens Against Tobacco Use) and assisted in teaching *Project Alert*, which is offered in all five districts.

**Wadena County** developed a youth group and a combined adult and youth group, which focused on planning and implementing chemical-free youth activities and are working to educate schools on the importance of effective tobacco policy.

**Stearns County Department of Human Services** and school partners increased staff time to work on tobacco use prevention, implement an evidence-based curriculum, create and support tobacco use prevention youth groups, strengthen school tobacco use policies and help local law enforcement with tobacco compliance checks and smoke-free youth events.



**Kanabec County** facilitated the *Life Skills Training* curriculum in both county school districts. Youth are linked to NOT (Not on Tobacco) cessation program when requested.

**Isanti County** implemented the *Life Skills Training* curriculum in the Cambridge-Isanti schools and supported tobacco use prevention messages to youth through the TATU peer education program.

**Pine County** formed a Tobacco Work Group, which includes youth. The group meets bimonthly and advocates for better policies on tobacco prevention, resulting in the County Board requesting a presentation about the youth access ordinance. A strengthened relationship with law enforcement has resulted in the completion of compliance checks.

**X Populations-at-Risk.** Leech Lake Indian Reservation brought teachings to youth of the sacred gift of tobacco to the Great Spirit. They learned that the gift of tobacco has been abused and the abuse is killing people. These teachings help youth make better choices to use tobacco for prayer and ceremony and not exploited for monetary gain at the expense of health and life.

**Wright County Human Services/Public Health Coalition** implemented a peer-led, science-based curriculum in nine county school districts. Teens participated in a variety of projects including teaching tobacco-free lessons to 1,078 middle school students, Target Market, media events, secondhand smoke campaigns and smoke-free youth events.

**Sherburne County Public Health** conducted activities through a partnership of the Public Health Agency, Elk River and Big Lake School Districts, Fairview Northland Health Care System and local law enforcement. The group focused on peer mentorship training, youth media literacy programming, curriculum through schools, education to tobacco retailers and education to the community about secondhand smoke. They have developed and distributed a smoke-free restaurant brochure.



## Wright County Human Services Agency: Wright County

### YOUTH ACCESS TO TOBACCO

- Morrison County met with more than 100 tobacco retailers to discuss training, procedures for tobacco sales, assistance and materials for reducing youth access to tobacco. Compliance checks have been conducted.
- Todd County Public Health worked with the sheriff's department and cities to conduct compliance checks.
- Sherburne County provided education to retailers and conducted compliance checks.
- Chisago County showed a high rate of compliance with the age-of-sale laws. Tobacco retail merchants were publicly recognized with a certificate of congratulations at the Chisago Lakes Chamber of Commerce meeting. Tobacco merchants who passed their compliance checks this year continue to be honored with a certificate for their efforts.
- Crow Wing County educated 81 tobacco retailers on youth access to tobacco.
- Isanti County conducted annual compliance checks.
- Kanabec County retailers have been educated on youth access to tobacco.
- Mille Lacs County Public Health worked with law enforcement agencies to perform two tobacco compliance checks in 2001. They also conducted merchant education training to all county tobacco vendors.
- Wright County Human Services/Public Health and Sheriff's Department conducted tobacco compliance checks at 108 tobacco retailers and provided tobacco retailers with training and educational materials.

### TARGET MARKET LOCAL ACTIVITIES

St. Cloud hosted Target Market's second annual statewide Kick Ash Bash educating youth and energizing new recruits from all 87 counties in the State. A minimum of two teens attended from each county. The statewide bash focused on training and empowering 400 Minnesota youth. Youth from the east central region and every other county in the state took the messages they learned at Kick Ash Bash 2 back to their schools and communities to teach their peers to make educated decisions about tobacco.

Youth suicide, underage alcohol use and violence are of great concern to Wright County residents. Youth Risk Behavior (YRB) funds now allow the county to address those closely related risk behaviors. YRB staff report that the county is making good progress in raising awareness of these problems among parents, youth and the community, and in educating people about the importance of being proactive to save lives.

Wright County chose its focus based on input from community partners. With local input and data, Wright County obtained community support and recruited partners for YRB activities. YRB staff work most closely with area schools and a group of local parents who have lost children to suicide.

The county is building on its past experience with positive youth development, including peer-leader training that will be expanded to include prevention of risk behaviors. For example, at one peer-training retreat, youth learned the warning signs of suicide and depression and the importance of getting help for friends in need.

Suicide prevention volunteers assisted with staff training at a local high school. They spoke with teachers about how to tell the difference between normal adolescent behavior and that of teenagers experiencing serious depression. "There was an enormous response," said the YRB coordinator. School staff said the training helped them better understand and deal more effectively with students experiencing depression.

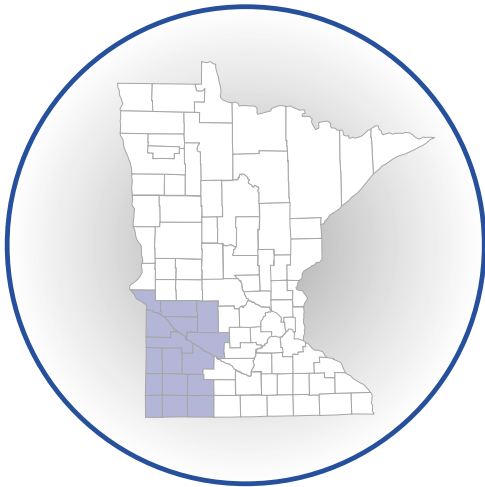
*"Wright County's adult suicide rate is 75 percent higher than the state average. Knowing that some of those depressive illnesses are hereditary, it's a big concern."*

Local youth have helped Wright County develop and distribute a quarterly newsletter for parents. A recent issue also solicited youth input on how teens in Wright County get alcohol. The overwhelming response: Teens get alcohol in their homes and from their parents. This finding spurred efforts to educate parents about the repercussions of making alcohol available to young people.

YRB efforts are making a positive impact. The newsletters have received "wonderful feedback" from parents, said the YRB coordinator. School staff report that they are hearing young people be more responsive to each other after the peer leader training about signs of depression.

Minnesota Youth Risk Behaviors Focus Areas (see map on opposite page for the county YRB focus):

- |                    |                       |                              |
|--------------------|-----------------------|------------------------------|
| 1 Alcohol/Drug Use | 4 Violence            | 6 Unhealthy Dietary Behavior |
| 2 Sexual Behaviors | 5 Physical Inactivity | 7 Multi-Risk                 |
| 3 Suicide          |                       |                              |

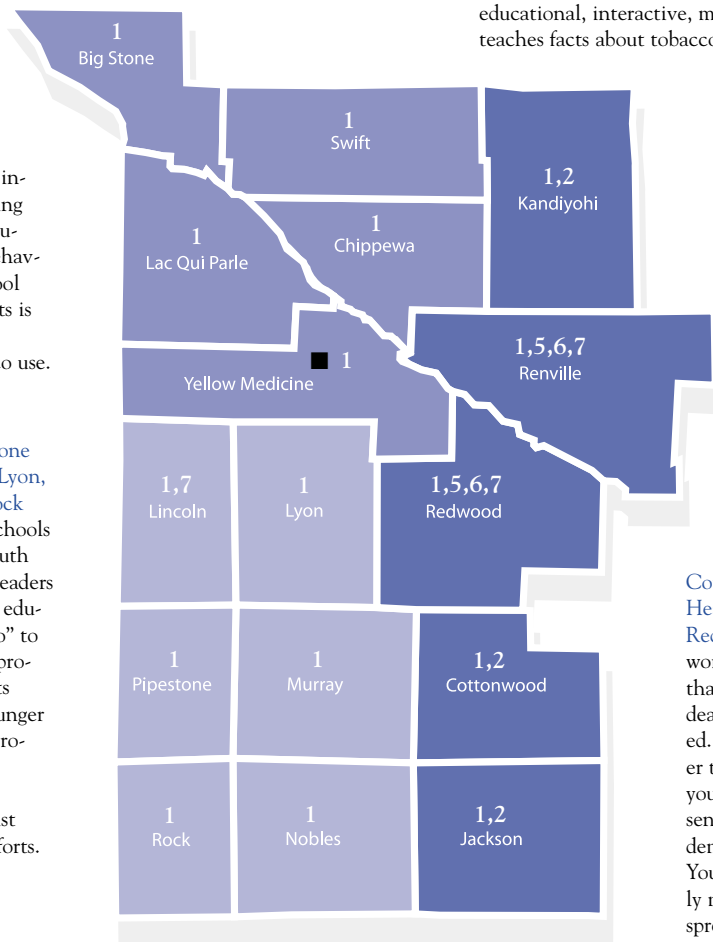


# SOUTHWEST REGION

Minnesota Youth Tobacco Prevention Initiative activities in the southwest region include four local partnership grants to community organizations covering sixteen counties. Three Youth Access Enforcement Project grants were awarded for work in five counties, and a Populations-at-Risk grant was awarded to the Upper Sioux community.

Countryside Public Health Service (Big Stone, Chippewa, Lac Qui Parle, Swift and Yellow Medicine Counties) has promoted and supported the *Life Skills Training* curriculum in ten school districts, including training staff and purchasing the student curriculum to reach students on a variety of youth risk behaviors including tobacco use. A school survey of students, staff and parents is being conducted to assess present knowledge and attitudes of tobacco use.

Lincoln, Lyon, Murray and Pipestone Public Health Services (Lincoln, Lyon, Murray, Pipestone, Nobles and Rock Counties) have connected with schools and youth to work together on youth tobacco use prevention. Student leaders exhibited enthusiasm in efforts to educate and empower peers to say “no” to tobacco use. The most successful program examples come from students empowered to teach peers and younger students. Through a mini grants program, this grant has provided the resources, training and support to schools and student leaders to assist with youth tobacco prevention efforts.



Affiliated Community Health Foundation (Kandiyohi County) Tobacco Coalition Students Working Against Tobacco (a.k.a. SWAT) conducted a ‘Business Blitz’ last spring. Youth asked businesses to display a “We Support Tobacco-Free Youth” logo in support of youth who are tobacco-free and increased the business community’s recognition of the importance of tobacco control. They created SWAT trailer “KC299” that serves as an educational, interactive, multimedia classroom on wheels. It teaches facts about tobacco, industry manipulation and second-hand smoke. Two youth received the Champions of Health Award and presented at the 2001 National Conference on Tobacco or Health.

Cottonwood-Jackson Community Health Services (Cottonwood, Jackson, Redwood and Renville Counties) worked with youth who spread the word that each year approximately 6,400 deaths in Minnesota are tobacco related. High school students worked together to bring their prevention message to younger students by creating and presenting a special *Three Little Pigs* skit to demonstrate the dangers of tobacco use. Young people have committed to weekly meetings and practice sessions to spread the ‘don’t smoke’ message.

■ **Populations-at-Risk.** Upper Sioux youth received broader awareness of tobacco and its effect and shared information about traditional tobacco use at various workshops, pow-wows and health fairs. They also created a Web site.

**Countryside Public Health Services:  
Big Stone, Chippewa, Lac Qui Parle, Swift, Yellow  
Medicine Counties**

- Nobles-Rock Public Health Service successfully increased compliance with youth access to tobacco laws by conducting additional tobacco compliance checks and improving retailer education.
- Affiliated/Kandiyohi’s “Business Blitz” and merchant education conducted by students has greatly improved relationships between young people and the business community.
- Countryside’s collaboration with local law enforcement has encouraged and improved the working relationship between these agencies.

The southwest region has a group of very active youth who work closely with Target Market staff to ensure a lot of activity in the southwest corner of the state. These youth groups have taken their message to county fairs, local community events, parades and many other locations where they identify teen participation to motivate their peers to become active in this grassroots movement. This region has made it a goal to share information about tobacco with every school in the region to make sure their peers and their siblings have the facts about tobacco.



“Let’s not go to that party, because there is going to be drinking there.” Countryside CHS agency staff are starting to hear statements like this from kids saying “no” to alcohol. Countryside Community Health Service (CHS) agency, encompassing Big Stone, Swift, Chippewa, Lac Qui Parle and Yellow Medicine Counties, has used Youth Risk Behavior (YRB) funding to expand into a new arena: health promotion for youth. Establishing community support from all five counties and including law enforcement, local organizations, schools, and the University of Minnesota Extension program, was key to the success of Countryside’s YRB program.

Based on data from focus groups, surveys and other sources, Countryside CHS decided to focus on underage alcohol use, which has long been a problem. “It’s like a rite of passage,” staff report.

Countryside CHS recruited partners to help implement a program that would begin to change those social norms. Some of Countryside CHS’s most successful partnerships occurred through linkages with tobacco use prevention on efforts

such as law enforcement training regarding underage tobacco and alcohol violations.

Youth have been a critical component of Countryside’s efforts. A youth group plans and organizes YRB prevention activities, raises funds to support youth activities, acts as role models and advises adult groups. The group held a bonfire this past year to burn tobacco and alcohol ads.

*“Let’s not go to that party, because there is going to be drinking there.”*

Next steps will include identifying additional community assets and resources that can contribute to the youth risk initiative and offering mini grants that focus on alcohol use prevention or other related risk behaviors.

Countryside staff report that YRB funding has been instrumental in bringing the community together. “It’s been a good integration of community, rather than an isolated school, an isolated law enforcement, an isolated public health effort.”

Alcohol awareness has increased and kids are empowered to say ‘no.’ “They know that adults are backing them, saying ‘it’s okay to say no,’ ” said staff.

Minnesota Youth Risk Behaviors Focus Areas (see map on opposite page for the county YRB focus):

- |                  |                     |                            |
|------------------|---------------------|----------------------------|
| Alcohol/Drug Use | Violence            | Unhealthy Dietary Behavior |
| Sexual Behaviors | Physical Inactivity | Multi-Risk                 |
| Suicide          |                     |                            |

# SOUTH CENTRAL REGION

The south central region of Minnesota has taken a comprehensive approach to reducing tobacco use among youth. Specific activities are determined by each county based on individual community needs. These activities include preventing youth access to tobacco, peer education and educational campaigns on secondhand smoke. The projects in this region have established coalitions with multiple partners on board.

Watowan County Human Services (Grant, Blue Earth, Brown, LeSueur, Faribault, Watowan, Nicollet, Counties).

Blue Earth County established three working youth coalitions with individual action plans. Local public health worked in partnership with Minnesota extension to implement a public awareness campaign about secondhand smoke and industry manipulation.

Brown County Public Health is working with youth to change the community norms regarding smoking. A quote in the *Sleepy Eye Herald* says it all about the bash: "It was two full days of learning, meeting new people and feeling a sense of togetherness. Everyone had a great time."

Watowan County Public Health is working with schools to have countywide impact on youth prevention efforts and promote the implementation of an evidence-based curriculum.

In Nicollet County, youth educated elementary age students, peers and parents about secondhand smoke, cessation opportunities and industry manipulation. To help promote D-Day, they handed out candy kisses that said, "Kiss me, I'm smoke free."

✘ **Populations-at-Risk.** Region 9 Development Commission fostered collaboration among *Saludando Salud*, the Chicano Latino Youth Leadership Institute (ChYLI) and three schools in south central Minnesota. They have trained 13 high school teens as peer educators for the *Mirame* curriculum (a culturally appropriate curriculum). Teens presented the curriculum in ESL classrooms to about 50 students in two different schools, and presented at Minnesota's 27th Annual Program Sharing Conference on October 5th in St. Cloud, Minnesota.

Meeker, McLeod Sibley Community Health Services.

Meeker County established relationships with all school districts in the county. At this time all schools have youth tobacco use prevention activities underway.

McLeod County facilitated student led tobacco use prevention activities in three out of the five school districts. Both Lester Prairie and Hutchinson school districts adopted an evidence-based curriculum approved by the Centers for Disease Control and Prevention.

Sibley County established partnerships with schools, law enforcement and youth. They are now facilitating school participation and implementing an evidenced-based curriculum in two of three school districts.

LeSueur County youth coordinated, designed and staffed a youth tobacco prevention booth for two days at the local county fair to increase awareness of the dangers of secondhand smoke. They are implementing an action plan to change the community norms around youth tobacco use.

Waseca County established youth coalitions in each of the county's school districts. Older youth taught elementary school children about tobacco prevention.

Faribault County Public Health, local schools, and county extension staff provide ongoing support to youth-led action teams. These youth provide cross-age teaching and are launching a public awareness campaign on secondhand smoke.

## County Human Services: Nicollet County

- Worked with the sheriff's department in solidifying compliance checks.
- Conducted two checks over the year as well as personally delivered merchant tobacco education packets.
- Strengthened the Youth Access to Tobacco Ordinance in partnership with law enforcement in Sibley County.

The south central region hosted nearly 200 teens at the Big 8 Bash in October. The counties from the south central region that participated were Brown, Nicollet, LeSueur, Watonwan, Blue Earth, Waseca, Martin and Faribault. Teen facilitators educated their peers about tobacco prevention topics and tactics of the tobacco industry. Target Market crews were active in high schools in the region. They used classroom presentations to spread the word about tobacco to their peers. Activists in the region created an education video to provide them with another tool to spread the word.



Youth Risk Behavior (YRB) funds have allowed Nicollet County to increase opportunities for youth to participate in physical activities in the community of Nicollet and to reduce underage alcohol use in St. Peter. "There is no way this would have happened without YRB funding," said the YRB coordinator. The program's progress to date, according to the coordinator, has "exceeded my wildest expectations."

Nicollet and St. Peter used input from community partners to decide which risk behaviors to target. Local organizations, businesses, school officials and staff, physicians and youth participated in focus groups. The findings in Nicollet indicated that "kids just did not have anything to do" and were "getting overweight." Focusing YRB activities on physical inactivity seemed like an obvious choice. Meanwhile, focus groups in St. Peter confirmed that alcohol use was a growing problem among younger kids.

YRB staff worked with Nicollet school, partners and youth to develop a program to address physical inactivity. The program features open gym for students during the summer, football camp, teen dances and overnight "lock-

ins" at the gym where kids can be physically active in a safe, adult-supervised environment. A teenage girl who participated regularly said the activities were fun and beneficial. "If students don't have something to do, they'd probably sit around and watch TV," she said.

Another youth, a boy without a lot of opportunities to excel, took the YRB-sponsored rock climbing course. The youth found he was good at rock climbing. "You could see that pride," said the instructor. "Not only did the students have fun, not only did they get physical activity, but they had that self-confidence."

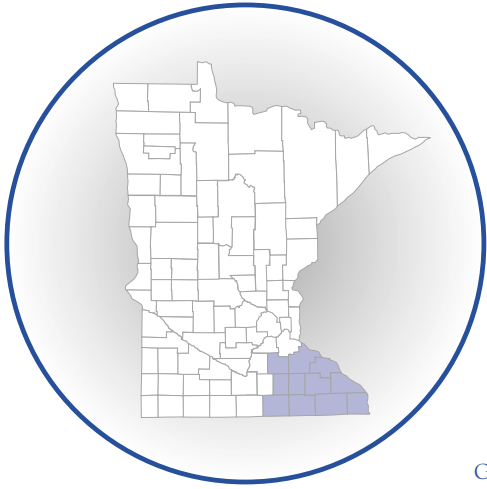
*"YRB activities are really fun and it's easier to go there and play basketball instead of sitting at home and get bored and eventually eat."*

In St. Peter, YRB activities promoted decision making skills, educated youth about the effects of drugs and alcohol and built leadership capacity in students.

The partnerships that the Nicollet and St. Peter YRB programs forged with youth and local community members are expected to endure. Promoting opportunities for physical and other positive activity will reduce youth risk behaviors of all types, reported a YRB partner. Providing enough opportunities will promote both mental and physical health and contribute to a lifetime of healthy behaviors.

Minnesota Youth Risk Behaviors Focus Areas (see map on opposite page for the county YRB focus):

Alcohol/Drug Use	Violence	Unhealthy Dietary Behavior
Sexual Behaviors	Physical Inactivity	Multi-Risk
Suicide		



# SOUTHEAST REGION

The southeast Tobacco Coalition is an 11 county (Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Wabasha and Winona), coordinated effort with Goodhue County as the lead agency. Its priority is to provide a consistent message to youth about youth tobacco prevention. A regional approach offers increased personal support and encouragement from peers, increased knowledge in tobacco prevention, saved time, energy and funding resources and also helps maintain a connection to both statewide and national tobacco prevention efforts.

**Rice County**, home of the Faribault Tobacco Coalition Students Against Tobacco (SAT), participated in D-Day activities for both the young and old. Partnering is strong with youth and adults in both Northfield and Faribault as they gather to focus on positive youth development and community strengths.

**Steele County** youth created billboards and movie theater messages to inform the community about the law against selling tobacco to youth. Smoke-free restaurants receive high praise and free advertising—*Take your Sweetheart to dinner in a Smoke-free restaurant.*

**Freeborn County** implemented evidence-based tobacco curricula in schools and use of these curricula is on the rise. Glenville-Emmons implemented *Project Alert* and 20 youth attended. An additional class will be added this year. Alden-Conger school district taught the *Life Skills Training* curriculum to 60 youth; adopted *Project Alert* curriculum and trained teens who will teach the class.

**Mower County** school district assessed seven schools and training was provided for sixteen faculty. “Combat of the Crews” involved 48 high-energy youth in an exposition of Tobacco Industry manipulation.

**Fillmore County** provided tobacco education classes to more than 40 youth offenders in the past year. Twenty-one of the 28 youth monitored throughout the year had no further tobacco charges; five of the 28 had a second offense and only two had a third offense.

**Winona County** established a system for shared funding in school districts for professional services and school activities focusing on chemical substances. Youth participated in activities such as the Great American Smoke Out, World No Tobacco Day, Target Market, Red Ribbon Week and the implementation of youth tobacco compliance checks.

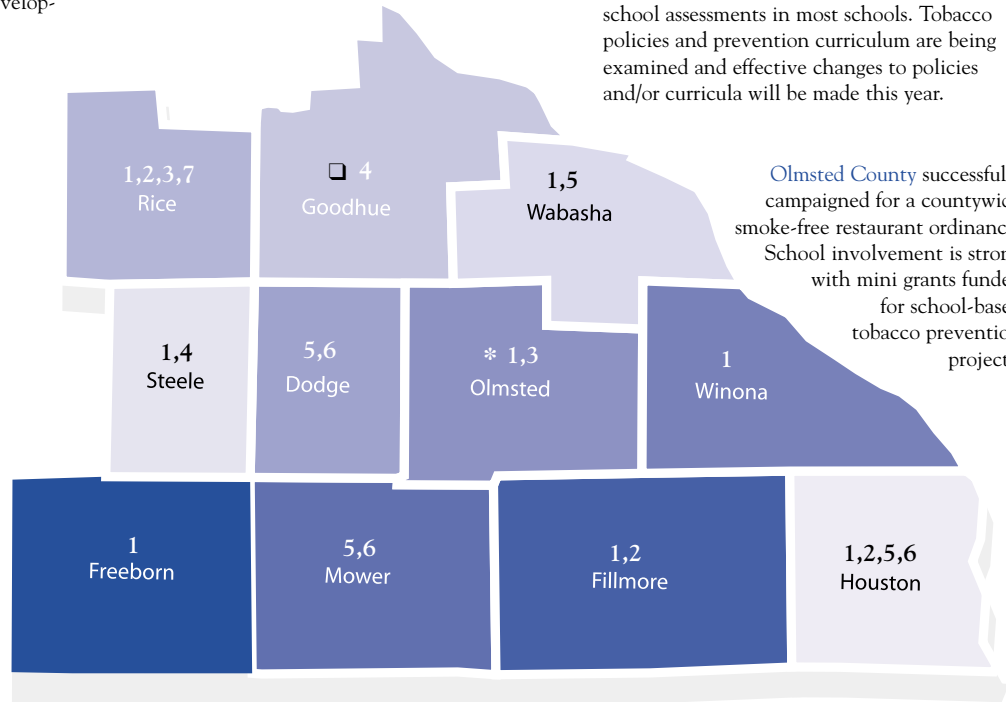
**Houston County** joined tobacco prevention efforts with a local church, establishing smoke-free bingo events. They are working with schools to train teachers and implement the *Project Alert* evidence-based tobacco education curriculum.

**Goodhue County** youth created an anti-smoking float for community parades and developed a video “10 Reasons Not to Smoke.” All school districts are implementing the *Project Alert* curriculum.

**Dodge County** youth in Kasson-Mantorville, Hayfield and Triton schools developed a movie theater advertisement, assessed smoking policies in restaurants, planned and implemented Great American Smokeout activities and developed radio advertisements focused on parental communication.

**Wabasha County** completed comprehensive school assessments in most schools. Tobacco policies and prevention curriculum are being examined and effective changes to policies and/or curricula will be made this year.

**Olmsted County** successfully campaigned for a countywide smoke-free restaurant ordinance. School involvement is strong with mini grants funded for school-based tobacco prevention projects.



## Youth Risk Behavior Project: Dodge County

### YOUTH ACCESS TO TOBACCO

- Created a standardized protocol for compliance checks among law enforcement agencies in Winona County.
- Produced and distributed a video in Freeborn County on conducting compliance checks—described the fines, administrative penalties and importance of compliance checks in tobacco prevention.
- Seven of the eight counties created billboards and theater ads.
- Participated in county fairs and other activities to demonstrate the importance of these laws and their enforcement.
- Monitored retailers' adherence to the youth access law, increased compliance checks.
- Assisted law enforcement with compliance checks in Dodge County.

### TARGET MARKET LOCAL ACTIVITIES

Target Market teens in the southeast region have been active with peer-to-peer education at popular teen hangouts including county fairs, town festivals, teen dance clubs, mini-bashes and skate parks. As part of a statewide tour, Target Market's document truck, a semi-trailer that has been converted to resemble a dark alley, made several stops in the southeast region. Teens are taken on a tour through the trailer and shown multiple industry documents obtained through the tobacco settlement. The tour provides teens with the truth about tobacco companies through the industry's own documents.

(Southeast regional activities continued)

- **Populations-at-Risk. Prairie Island Indian** youth traveled across the state, participating in a coalition of representatives from all 11 reservations in Minnesota to plan a statewide summit for Indian youth. The youth summit focus is on teen issues including smoking, drinking and drug use.
- \* **Populations-at-Risk. Somali Community Resettlement Services** conducted the largest tobacco use survey in Minnesota within the Somali community by going door-to-door to nearly 300 Somali households. They also conducted a tobacco prevention event for 78 Somali youth.

Youth Risk Behavior (YRB) funding allowed Dodge county to expand into youth health promotion—a relatively new direction for the agency—focusing specifically on physical inactivity and dietary behavior. To determine the area of focus for YRB funds, information was gathered about the community's needs and resources. Students and parents surveyed, identified physical inactivity and dietary behavior as areas of concern.

Response from the community has been favorable. Said one parent "It's such a basic concept ...yet never really gets talked about." YRB staff believe physical inactivity and unhealthy dietary behaviors are common to youth in rural areas because:

fewer community activities are available, transportation may not be readily available and eating behaviors are influenced by community norms. "It's a farming community and youth grew up thinking that mom, dad and grandma and grandpa fed us whatever we wanted to eat because you need to...stay healthy and work on the farm. That isn't as much a reality now because there isn't as much manual labor," said a YRB coordinator.

YRB activities include nutritional presentations and educational displays about nutrition and physical activity to WIC recipients, adults and students. To get your message out, you have to go where the kids are. For example, a public health educational display was at the county fair where Kari, age 16 (who became involved with YRB activities after doing tobacco

compliance checks) played a game about physical activity, diet and smoking that engaged younger children. Kari agrees physical inactivity and unhealthy diet behavior are big problems. Especially when she learned that obesity among young children is 50 percent higher now than in the 1940s.

Dodge County has successfully integrated YRB events with the Tobacco Endowment activities by working with its tobacco coalition. For example, some youth "act out" and smoke as a way to handle stress. So,

many activities focus on managing stress through fitness, exercise and healthy eating. Recruiting youth in a small rural community can be challenging, but one successful strategy to involve youth was to meet during school lunch, eliminating transportation problems and conflicts with after school activities.

The coalition will conduct a school assessment survey on current programs and policies and determine a focus for future efforts, continue to build community awareness and increase youth involvement, which everyone agrees is critical. Eventually, Dodge County would like to see a camp where youth are exposed to new experiences such as canoeing, rock climbing and how to cook healthy meals.

As a result of YRB funding, there is now more awareness of the importance of physical activity and healthy diet. Kari illustrates the challenges of actually changing behaviors like eating fast food and lack of physical activity. She laughs: "Oh yes, I think a lot more before I go to McDonalds or Burger King."

*"Up to this point there has been absolutely no funding...no way to get information to families or to look at it as a big concern. So this is incredible...now we can actually get things out, get the education, build awareness and get people involved."*

Minnesota Youth Risk Behaviors Focus Areas (see map on opposite page for the county YRB focus):

- |                    |                       |                              |
|--------------------|-----------------------|------------------------------|
| 1 Alcohol/Drug Use | 4 Violence            | 6 Unhealthy Dietary Behavior |
| 2 Sexual Behaviors | 5 Physical Inactivity | 7 Multi-Risk                 |
| 3 Suicide          |                       |                              |



# WEST METRO REGION

(Anoka, Hennepin, Carver and Scott Counties)

West metro grantees are focusing on efforts to increase youth involvement in Target Market and empower youth who participate in tobacco prevention. Grantees are increasing awareness of the effects of secondhand smoke through presentations, media campaigns and community efforts. They are building relationships with schools to assess curricula and they are working with youth as well to reduce youth access to tobacco through building relationships with law enforcement and conducting compliance checks. Efforts are being made to link youth to cessation programs.

**Anoka County Community Health and Environmental Services** involved more than 1,200 youth to begin changing community norms around tobacco use. Trained youth from five middle schools are leading tobacco prevention efforts, focusing on smoke-free school campuses, reducing tobacco advertising and smoke-free homes and cars. Coordinated efforts with enforcement agencies have strengthened efforts to prevent tobacco sales to youth in commercial establishments.

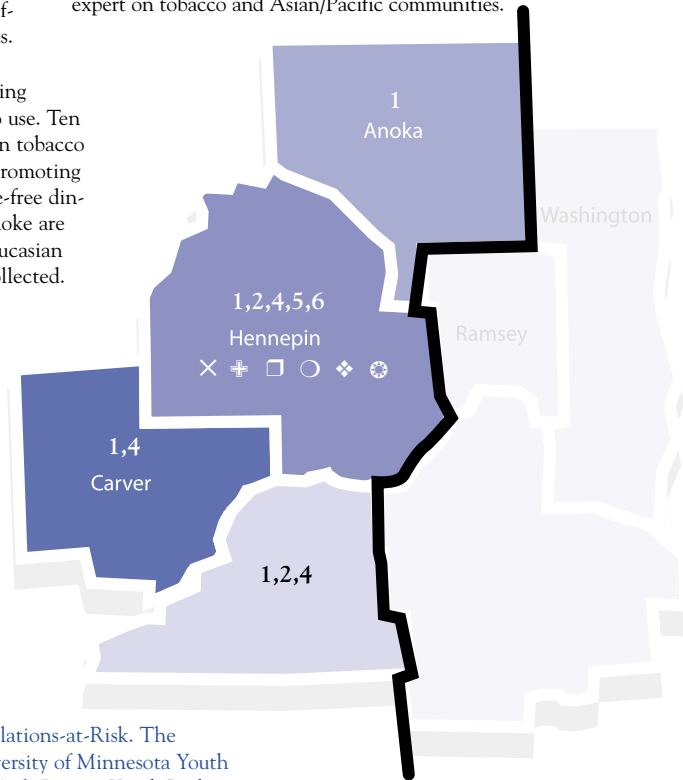
**Hennepin County Community Health** formed Communities Targeting Tobacco Coalition which initiated projects to reduce youth tobacco use. Ten school districts strengthened their policies and improved curricula in tobacco use prevention. Twenty Target Market crews educated their peers, promoting smoke-free policies and recognizing restaurants that provided smoke-free dining. Culturally appropriate educational materials on secondhand smoke are available in the Somali, Hmong, Latino, African American and Caucasian communities. Two thousand smoke-free home pledges have been collected.

**Scott County Human Services (Scott and Carver Counties)** created Partners For Tobacco-Free Living Coalition, which, in partnership with schools, law enforcement, health care and local community representatives formed action teams that planned and implemented educational and awareness building activities. The group held youth and professional tobacco use prevention summits and have plans in place for next year's event.

✕ **Populations-at-Risk.** Metropolitan Federation of Alternative School teachers participated in *Life Skills Training* at six of the 12 Federation high schools. The group worked with Illusion Theater to develop a performance on youth tobacco issues; youth presented a play in the fall for all participating schools. An all-day tobacco prevention training was held with staff from six of the schools and more than 50 youth attending.

❖ **Populations-at-Risk.** Asian Media Access youth developed an interview form and raised money to support conducting the surveys (and providing gifts/incentives to participants) at three Hmong New Year celebrations. Asian and Latino youth (from Asian Media Access and CLUES) worked with Illusion Theater to adapt or develop a culturally appropriate performance conveying tobacco prevention messages.

⊙ **Populations-at-Risk.** Association for the Advancement of Hmong Women and a collaborative of Asian groups (Center for Asian Pacific Islanders, Lao Assistance Center of Minnesota, LAO PTA/Lao Cultural Center, Southeast Asian Community Council, Lao Family Community of Minnesota) elected a teen council, Asian Council Against Tobacco (ACAT). The group kicked off year two with a smoke-free dance attended by more than 200 Asian youth. ACAT members: worked with nearly 75 newly recruited youth who participated in a training session, worked with schools to schedule tobacco prevention presentations and attended a presentation by Rod Lew, national expert on tobacco and Asian/Pacific communities.



○ **Populations-at-Risk.** The University of Minnesota Youth and Aids Project Youth Link and District 202 collaborated to develop the first tobacco awareness and prevention program designed specifically for gay, lesbian, bisexual and transgender youth. They created a comprehensive curriculum and have conducted several presentations.

\* **Populations-at-Risk.** Minneapolis Urban League implemented *Life Skills Training* in two alternative schools. They adapted the curriculum for an African American youth audience.

□ **Populations-at-Risk.** Breaking Free conducted training with youth about health effects to prevent initiation and to provide kids information about eliminating exposure to second-hand smoke.



## YOUTH ACCESS TO TOBACCO

- The Plymouth Police Department and Tobacco Law Project investigated Internet sales of tobacco to youth. Ninety-six Web sites were examined.
- Minneapolis conducted compliance checks of 587 licensees and developed a new data tracking and monitoring system.
- Ramsey Police Department conducted monthly compliance checks of all tobacco retailers and developed a training program for youth checkers.
- St. Louis Park Police Department trained officers to provide merchant training and conducted two compliance checks of merchants.
- Northwest Hennepin Human Services Council collaborated with eight police departments to create a curriculum to train merchants and employees; recruited youth to conduct compliance checks and posted the results of checks in local newspapers and city Web sites.
- Carver County conducted two checks and delivered merchant tobacco education packets to retailers.
- Asian Media Access held Pan Asian compliance check training for youth; then conducted informal checks in Asian owned small businesses. Collaborated with CLUES to conduct compliance check training with youth; then conducted informal checks in Latino neighborhoods.

## TARGET MARKET LOCAL ACTIVITIES

Target Market teens brought their road show throughout the west metro region. Highlights included stops at the Minneapolis Aquatennial, the Gay Pride festival, the Hmong Soccer Tournament and the Carver County Fair. Teens educated peers about Target Market as well as where they stand on tobacco issues. They promoted their Hip-Hop CD that features local teens expressing their thoughts about the tobacco industry. Target Market youth developed, planned and executed a street fair in Minneapolis called Expressions, celebrating the youth talent from diverse communities. Target Market youth invited peers to express their feelings about tobacco through various art forms—poetry, painting, chalk drawings and sculptures.

*(West metro regional activities continued)*

- ✦ **Populations-at-Risk. Minneapolis American Indian Center (MAIC).** Partners: Indigenous Peoples Task Force (Ogitchidag), Ginew/Golden Eagles (NATA-Natives Against Tobacco Abuse), Indian Health Board, and Healthy Nations, discussed and accepted the challenge of encouraging traditional or sacred tobacco use while discouraging commercial use. Ogitchidag and NATA trained Indian youth as peer educators, distributed tobacco surveys to parents and worked together with a technical assistant to plan and implement training for NATA youth. The group promotes a no smoking policy in and outside the MAIC building and created the poster (Traditional Tobacco Only, Please) for distribution throughout the community.

## Hennepin County YRB Project

### Youth Risk Behavior Project: Hennepin County

Hennepin County used its Youth Risk Behavior (YRB) funding to target all youth risk behaviors except suicide. The YRB team believes that risk behaviors are interconnected: If an adolescent engages in one risky behavior, the adolescent is more likely to engage in another. YRB funding has allowed the county to expand its youth prevention efforts geared toward alcohol, tobacco, other drugs and pregnancy.

YRB staff formulated its youth risk behavior plan based on input from community partners, youth focus groups and student survey data. In addition, a survey of adolescents conducted with the state Department of Health supported staff beliefs that communication, parenting and working closely with schools are essential elements of an effective program.

The YRB team concentrated on building stronger relationships with existing partners. For example, YRB staff worked with the University of Minnesota to create improved nutrition and physical activity policies for the Fine Arts Interdisciplinary Resource (FAIR) school, a new magnet school. The school won the award of excellence from the Minnesota Council of Physical Activity and Sports and received a commendation from the Governor for its physical activity policies.

The YRB team coordinated three town forums with the Community Health Department. Youth were involved as presenters and participants. The team also worked with schools and the county attorney's office on a forum for staff and students on how to improve the school climate and teacher-student connectedness.

The team participated in "Let's Talk Month" in October. It is collaborating with the Minnesota Organization on Adolescent Pregnancy, Prevention and Parenting to promote discussion between parents and their children about preventing pregnancy. Activities include parenting education classes, a professional development forum for parenting education instructors, information toolkits for parents and educators, and a speakers' bureau. In addition, the YRB team works with youth who are part of the Target Market tobacco prevention initiative.

This marks a successful year for Hennepin County's YRB efforts. The team has charted its course, implemented many activities, and stands on target with its work plan.

How have these efforts been received? Communities are caring and supportive of youth, noted a YRB staff member. As such, communities are more interested in positive approaches for youth than "corrections-based" measures.

*"There is a better recognition that good activities for kids keep them out of trouble."*

Minnesota Youth Risk Behaviors Focus Areas (see map on opposite page for the county YRB focus):

- |                    |                       |                              |
|--------------------|-----------------------|------------------------------|
| 1 Alcohol/Drug Use | 4 Violence            | 6 Unhealthy Dietary Behavior |
| 2 Sexual Behaviors | 5 Physical Inactivity | 7 Multi-Risk                 |
| 3 Suicide          |                       |                              |



# EAST METRO REGION

(Washington, Ramsey and Dakota Counties)

East metro grantees are focusing on efforts to increase youth involvement in Target Market and empower youth to participate in tobacco prevention. They are increasing awareness of the effects of secondhand smoke through presentations, media campaigns and community efforts. Local schools are funded to assess and purchase recommended curricula and enforce policies. Grantees focused on reducing youth access to tobacco through building relationships with law enforcement and conducting compliance checks. Efforts are being made to link youth to cessation programs.

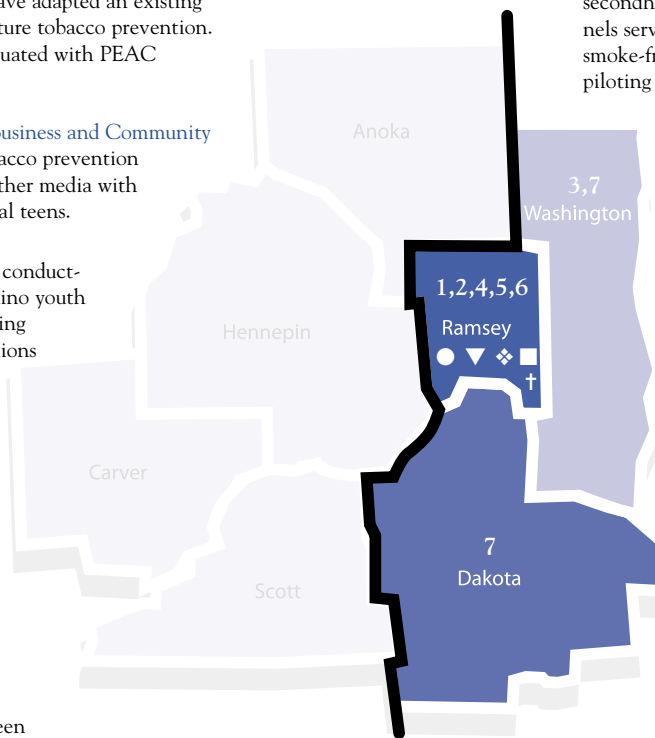
■ **Populations-at-Risk.** *Hispanos en Minnesota* promoted prevention and quitting among youth by designing and testing a culturally appropriate curriculum for middle school Latino youth. They have adapted an existing prevention curriculum to feature tobacco prevention. This curriculum is being evaluated with PEAC assistance.

❖ **Populations-at-Risk.** *Asian Business and Community Foundation* has designed tobacco prevention messages for Web sites and other media with the support and efforts of local teens.

▼ **Populations-at-Risk.** *CLUES* conducted a conference with 200 Latino youth from across Minnesota featuring tobacco prevention presentations and activities.

● **Populations-at-Risk.** *African American Family Services* youth continued to produce tobacco prevention public service announcements (PSAs) with the local African American public radio station, KMOJ. They promote quitting among youth through radio commercials, named their Target Market teen crew (Market That), and helped plan and present at a panel on working with diverse youth for the MDH Training on Youth Development in November.

† **Populations-at-Risk.** *Ain Dah Yung*, in collaboration with Juel Fairbanks CD Services and St. Paul Indian Education Program, conducted a three-day camp on traditional tobacco use for 30 American Indian youth.



*Washington County Lakeview Hospital Tobacco-Free Future Coalition* organized youth-led/adult-guided groups in nine schools that are working on local tobacco policy issues. Produced a cable TV program about secondhand smoke that aired on all cable access channels serving Washington County. There are now 150 smoke-free restaurants in the County. Four schools are piloting a smoking cessation program for students.

*St. Paul-Ramsey County Department of Public Health* has formed a broad based coalition of public health, schools, law enforcement and community agencies and nonprofits focusing on empowering youth to advocate against tobacco, resist tobacco use and, if they do smoke, to quit. Youth smokers are given a special ticket that gives them the option of going through a training to help them quit. This program has reduced the number of youth smoking next to schoolyards and other highly visible places. The Youth Advocacy Tobacco Project trains youth to more effectively advocate in the communities, schools and with their peers. The coalition provides support to eleven youth-led, adult-guided chapters and is offering opportunities for schools to assess their current tobacco prevention curriculum and tobacco use policy. The American Lung Association and Ramsey County teamed up with Target Market for a mini bash that drew 120 youth, more than 60 of whom joined TM. The coalition also provides linkages to cessation by offering facilitator training for the American Lung Association's teen cessation program *Not-On-Tobacco*. A series of mini grants to schools and other organizations has helped coordination efforts.

*Dakota County Public Health* formed the coalition *Creating Tobacco-Free Communities: Healthy Air, Healthy People*. They have worked with nine public school districts on a comprehensive assessment of tobacco use prevention efforts and adopted school tobacco policies and procedures and/or youth tobacco prevention curricula, which will reach more than 38,000 students in grades six through twelve each year. They have increased public awareness about the health risks related to secondhand smoke through the use of a multiplex movie theater, with the potential to reach 800,000 people. More than one million copies of local newspapers containing secondhand smoke messages have been distributed to county residents.

## Youth Risk Behavior Project: Washington County

### YOUTH ACCESS TO TOBACCO

- Officers were trained to investigate Internet sales of tobacco products to minors.
- All Washington County communities conducted tobacco sales compliance checks and reported an 88 percent compliance rate. Monthly meetings with law enforcement officers to facilitate consistency and communication. A vendor and clerk reward system was implemented.
- The city of Burnsville provided age verification devices in stores; purchased investigative devices for enforcement teams; conducted two compliance checks of retailers and provided seminars on youth access to tobacco for merchants and employees.

### TARGET MARKET LOCAL ACTIVITIES

Target Market teens in the east metro region increased their presence over the past year. Ten high school crews in Ramsey County held a county-wide mini bash. Teens have also been active with peer-to-peer education in nearly every major public high school as well as many private and alternative schools in the east metro region. Local Target Market youth spread the message through popular youth activities such as “Operation Store Front,” a block party in Eden Prairie and the Rip it Out campaign.

Target Market participated in St. Paul’s Rondo Days. The Rondo Days celebration reunites the African American neighborhood that was divided by construction of Interstate 94. Target Market brought its interactive traveling road show to the event and featured local Hip Hop artists who free-styled lyrics about the Target Market movement and its position on tobacco.

When Youth Risk Behavior (YRB) funding came along, Washington County took action to address suicide prevention needs. The YRB program relies on youth involvement to help drive effective educational efforts for young people, parents and the community.

Washington County organized an advisory group to help determine the focus for YRB activities. County staff compiled and summarized local statistics and data regarding youth risk behaviors. Advisory group members and young people added more information and insights. Suicide and related mental health and youth development issues emerged as the highest priority.

Washington County strives to involve youth in all aspects of their program. “It is worth it to have the teens really engaged,” said the YRB coordinator. Take the example of a youth opinion survey. The YRB team hoped to hear from 200 to 300 young people. Having young people

involved in the planning made a big difference. “The kids at the table were really fired up. The 200 to 300 teens we thought we would survey grew to 2,000 to 3,000... almost 10 percent of our teen population,” said the YRB coordinator.

The teen survey indicated that a video and a Web site were the best ways to “get the message out” about depression and suicide. The YRB

*“We feel that from a public health perspective we can’t go in and dictate what it is that we think needs to be done. So from the very beginning we had direction and support from the community and we knew youth needed to be a big part of that.”*

team organized a video crew and a Web site group to work on these projects. When the team learned that a community partner was developing a Web site for smoking cessation, they combined forces to build a Web site focusing on both teen depression and smoking

cessation. Washington County is also reaching people through its electronic newsletter, Teen Health Source E Newsletter, which highlights youth risk behaviors and related topics.

YRB funding has made it possible for Washington County to address prevention issues. “This is where we need to put emphasis,” said the YRB coordinator.

Minnesota Youth Risk Behaviors Focus Areas (see map on opposite page for the county YRB focus):

- |                    |                       |                              |
|--------------------|-----------------------|------------------------------|
| 1 Alcohol/Drug Use | 4 Violence            | 6 Unhealthy Dietary Behavior |
| 2 Sexual Behaviors | 5 Physical Inactivity | 7 Multi-Risk                 |
| 3 Suicide          |                       |                              |



# Appendix A

## Tobacco Use Prevention and Local Public Health Endowment

### MINNESOTA YOUTH TOBACCO PREVENTION INITIATIVE (MYTPI)

Amount Awarded <sup>1</sup>

#### STATEWIDE GRANTS

##### EVIDENCE-BASED & INNOVATIVE STATEWIDE PROJECTS GRANTS

Allina Health System <sup>2</sup>	232,000
Association for Nonsmokers—Minnesota	250,820
Illusion Theater & School	281,006
Minnesota Council of Churches	275,000
Minnesota Department of Children, Families and Learning	654,191
<b>Total Evidence-Based &amp; Innovative Statewide Projects Grants</b>	<b>\$1,693,017</b>

##### SUPPORT & DEVELOPMENT GRANTS

Calabash (CLEAR) (PAR)	110,033
Indigenous People's Task Force (PAR)	115,504
Minnesota Institute of Public Health (MIPH)	439,834
University of Minnesota—Division of Epidemiology	466,672
William Mitchell College of Law	239,480
<b>Total Support &amp; Development Grants</b>	<b>\$1,371,523</b>

##### POPULATIONS-AT-RISK (PAR) GRANTS

Asian Business and Community Foundation	25,000
African American Family Services	150,000
Ain Dah Yung Center	56,177
Asian Media Access <sup>3</sup>	40,000
Association for the Advancement of Hmong Women in Minnesota	150,000
Bois Forte Reservation Tribal Council	25,000
Breaking Free <sup>4</sup>	32,372
CLUES (Chicanos Latinos Unidos En Servicio)	100,000
Fond du Lac Reservation Business Community	30,000
Grand Portage Reservation Tribal Council	30,000
Hispanos en Minnesota	25,000
Leech Lake Indian Reservation	27,516
Metropolitan Federation of Alternative Schools	84,000
Minneapolis American Indian Center	50,352
Minneapolis Urban League	74,944
Prairie Island Indian Community	30,000
Red Lake Band of Chippewa Indians	30,000
Regents of the University of Minnesota, Youth and AIDS Project	110,000
Region Nine Development Commission	100,000
Somali Community Resettlement & Service	10,000
Upper Sioux Community	25,000
White Earth Reservation Tribal Council	30,000
<b>Total Populations-at-Risk Grants</b>	<b>\$1,235,361</b>

##### COUNTER-MARKETING

Weber Shandwick Worldwide & Campbell Mithun <sup>5</sup>	\$ 6,400,000
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##### YOUTH LEADERSHIP

American Lung Association	\$ 1,500,000
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	Amount Awarded <sup>1</sup>
<b>YOUTH ACCESS ENFORCEMENT<sup>6</sup></b>	
Affiliated Community Health Foundation	34,789
Aitkin-Itasca-Koochiching Community Health Services Board	33,463
Asian Media Access (PAR)	50,000
Association for Nonsmokers—Minnesota	30,900
Beltrami County Sheriff's Office	31,400
Burnsville, City of	50,511
Carlton-Cook-Lake-St. Louis County Community Health Services Board	19,933
Carver County Community Health Services	20,000
Chisago County Public Health Department	8,960
Clay-Wilkin Community Health Services	20,000
Countryside Public Health Service	25,000
Douglas County Sheriff's Office	5,000
Fillmore-Houston Community Health Services Board	20,000
Freeborn County Public Health Nursing Service	12,000
Mid-State Community Health Services	18,124
Isanti-Mille Lacs Community Health Services Board	20,000
Minneapolis, City of	43,726
Indigenous People's Task Force (PAR)	9,996
Mower County Sheriff	7,500
Nobles-Rock Public Health Services	15,498
Northwest Hennepin Human Services Council	46,440
Olmsted County Public Health Services	32,944
Plymouth Police Department	32,694
Polk County Public Health	15,466
Quin County Community Health Services Board	15,000
Ramsey, City of	45,545
St. Louis Park, City of	36,652
Steele County Public Health Nursing Service	20,500
Washington County Department of Public Health and Environment	25,000
Winona County Public Health Nursing Service	12,650
Wright County Human Services Agency	20,121
<b>Total Youth Access Enforcement Grants</b>	<b>\$ 779,812</b>
<b>ENDOWMENT-BASED FUNDING GRANTS</b>	
<b>NORTHWEST REGION</b>	<b>40,000</b>
Multi-County Board of Health (Becker/Mahnomen/Norman)	10,000
North Country Community Health Services (Beltrami/Clearwater/Hubbard/ Lake of the Woods)	10,000
Polk County Public Health	10,000
Quin County Community Health Services (Kittson/Marshall/Pennington/Red Lake/Roseau)	10,000
<b>NORTHEAST REGION</b>	<b>20,000</b>
Aitkin-Itasca-Koochiching Community Health Services Board	10,000
Carlton-Cook-Lake-St. Louis County Community Health Services Board	10,000
<b>WEST CENTRAL REGION</b>	<b>40,000</b>
Clay-Wilkin Community Health Services	10,000
Douglas County Public Health Nursing Service	10,000
Mid-State Community Health Services (Grant/Pope/Stevens/Traverse)	10,000
Otter Tail County Human Service Board	10,000
	<i>(continued)</i>

ENDOWMENT-BASED FUNDING GRANTS (CONTINUED)

	Amount Awarded <sup>1</sup>
<b>EAST CENTRAL REGION</b>	<b>80,000</b>
Benton-Sherburne Community Health Services Board	10,000
Cass-Todd-Wadena-Morrison Community Health Services Board	10,000
Chisago County Public Health Department	10,000
Crow Wing County Health Services	10,000
Isanti-Mille Lacs Community Health Services Board	10,000
Kanabec-Pine Community Health Services Board	10,000
Stearns County Human Services Agency	10,000
Wright County Human Services Agency	10,000
<b>SOUTHWEST REGION</b>	<b>60,000</b>
Cottonwood-Jackson Community Health Services	10,000
Countryside Public Health Services (Big Stone/Chippewa/Lac Qui Parle/Swift/ Yellow Medicine)	10,000
Kandiyohi County Public Health	10,000
Lincoln-Lyon-Murray-Pipestone Public Health Services	10,000
Nobles-Rock Public Health Services	10,000
Redwood-Renville Community Health Services Board	10,000
<b>SOUTH CENTRAL REGION</b>	<b>60,000</b>
Blue Earth County Public Health Nursing Service	10,000
Brown-Nicollet Community Health Services Board	10,000
Faribault-Martin Community Health Services Board	10,000
Le Sueur-Waseca Community Health Services Board	10,000
Meeker-McLeod-Sibley Community Health Services Board	10,000
Watonwan County Human Services	10,000
<b>METRO REGION</b>	<b>110,000</b>
Anoka County Community Health and Environmental Services Department	10,000
Bloomington Division of Health	10,000
Carver County Community Health Services	10,000
Dakota County Public Health Department	10,000
Edina Health Department	10,000
Hennepin County Community Health Department	10,000
Minneapolis, City of	10,000
Richfield	10,000
St. Paul-Ramsey County Department of Public Health	10,000
Scott County Human Services Department	10,000
Washington County Department of Public Health and Environmental Services	10,000
<b>SOUTHEAST REGION</b>	<b>90,000</b>
Dodge-Steele Community Health Services Board	10,000
Fillmore-Houston Community Health Services Board	10,000
Freeborn County Public Health Nursing Service	10,000
Goodhue County Public Health Services Board	10,000
Mower County Public Health Nursing Service	10,000
Olmsted County Public Health Services	10,000
Rice County CHS/PHN Service	10,000
Wabasha County Public Health Services	10,000
Winona County Public Health Nursing Service	10,000
<b>Total Endowment-Based Funding Grants</b>	<b>\$ 500,000</b>
<b>TOTAL STATEWIDE GRANTS</b>	<b>\$13,479,713</b>

	Amount Awarded <sup>1</sup>
<b>LOCAL COMMUNITY GRANTS</b>	
<b>NORTHWEST REGION</b>	<b>225,000</b>
Multi-County Board of Health (Becker/Mahnomen/Norman/Polk)	76,100
North Country Community Health Services (Beltrami/Clearwater/Hubbard/ Lake of the Woods)	75,150
Quin County Community Health Services (Kittson/Marshall/Pennington/Red Lake/Roseau)	73,750
<b>NORTHEAST REGION</b>	<b>274,888</b>
Aitkin-Itasca-Koochiching Community Health Services Board	85,706
Carlton-Cook-Lake-St. Louis County Community Health Services Board	189,182
<b>WEST CENTRAL REGION</b>	<b>200,000</b>
Clay-Wilkin Community Health Services	50,000
Douglas County Public Health Nursing Service	50,000
Mid-State Community Health Services (Grant/Pope/Stevens/Traverse)	50,000
Otter Tail County Human Service Board	50,000
<b>EAST CENTRAL REGION</b>	<b>459,289</b>
Chisago County Public Health Department (Pine/Kanabec/Mille Lacs/Isanti)	150,000
North Central Services Cooperative (Cass/Todd/Wadena/Morrison/Crow Wing)	124,081
Sherburne County Public Health	68,358
Stearns County Human Services Agency	77,850
Wright County Human Services Agency	39,000
<b>SOUTHWEST REGION</b>	<b>230,390</b>
Affiliated Community Health Foundation (includes Kandiyohi)	50,390
Cottonwood-Jackson Community Health Services (includes Redwood/Renville)	55,000
Countryside Public Health Service (Big Stone/Chippewa/La Qui Parle/ Swift/Yellow Medicine)	50,000
Lincoln-Lyon-Murray-Pipestone Public Health Services (includes Nobles/Rock)	75,000
<b>SOUTH CENTRAL REGION</b>	<b>250,000</b>
Meeker-McLeod-Sibley Community Health Services Board	67,987
Watonwan County Human Services (Blue Earth/Brown/Faribault/Le Sueur/ Martin/Nicollet/Waseca)	182,013
<b>METRO REGION</b>	<b>1,524,458</b>
American Lung Association (includes St. Paul-Ramsey County)	267,363
Anoka County Community Health and Environmental Services Department	195,818
Dakota County Public Health Department	225,077
Hennepin County Community Health Department	610,200
Lakeview Memorial Hospital (includes Washington County)	130,000
Scott County Human Services Department (includes Carver County)	96,000
<b>SOUTHEAST REGION</b>	<b>350,000</b>
Goodhue County Public Health Services Board	350,000
(Southeast Minnesota Tobacco Coalition which includes: Goodhue, Wabasha, Winona, Houston, Fillmore, Olmsted, Dodge, Rice, Steele, Freeborn and Mower Counties)	
<b>Total Local Community Grants</b>	<b>\$ 3,514,025</b>
<b>TOTAL MINNESOTA YOUTH TOBACCO PREVENTION INITIATIVE GRANTS</b>	<b>\$16,993,738</b>



	Amount Awarded <sup>1</sup>
<b>YOUTH RISK BEHAVIOR GRANTS</b>	
<b>NORTHWEST REGION</b>	<b>184,751</b>
Multi-County Board of Health (Becker/Mahnomen/Norman)	42,387
North Country Community Health Services (Beltrami/Clearwater/Hubbard/ Lake of the Woods)	65,488
Polk County Public Health	22,511
Quin County Community Health Services (Kittson/Marshall/Pennington/ Red Lake/Roseau)	54,365
<b>NORTHEAST REGION</b>	<b>242,983</b>
Aitkin-Itasca-Koochiching Community Health Services Board	64,202
Carlton-Cook-Lake-St. Louis County Community Health Services Board	178,781
<b>WEST CENTRAL REGION</b>	<b>144,236</b>
Clay-Wilkin Community Health Services	49,136
Douglas County Public Health Nursing Service	21,862
Mid-State Community Health Services (Grant/Pope/Stevens/Traverse)	35,617
Otter Tail County Human Service Board	37,621
<b>EAST CENTRAL REGION</b>	<b>476,785</b>
Benton-Sherburne Community Health Services Board	78,314
Cass-Todd-Wadena-Morrison Community Health Services Board	85,400
Chisago County Public Health Department	31,736
Crow Wing County Health Services	36,054
Isanti-Mille Lacs Community Health Services Board	46,393
Kanabec-Pine Community Health Services Board	35,969
Stearns County Human Services Agency	96,687
Wright County Human Services Agency	66,232
<b>SOUTHWEST REGION</b>	<b>213,581</b>
Cottonwood-Jackson Community Health Services	23,656
Countryside Public Health Service (Big Stone/Chippewa/La Qui Parle/Swift/ Yellow Medicine)	51,408
Kandiyohi County Public Health	29,937
Lincoln-Lyon-Murray-Pipestone Public Health Services	50,473
Nobles-Rock Public Health Services	27,467
Redwood-Renville Community Health Services Board	30,640
<b>SOUTH CENTRAL REGION</b>	<b>237,383</b>
Blue Earth County Public Health Nursing Service	36,095
Brown-Nicollet Community Health Services Board	46,759
Faribault-Martin Community Health Services Board	33,213
Le Sueur-Waseca Community Health Services Board	38,952
Meeker-McLeod-Sibley Community Health Services Board	62,364
Watonwan County Human Services	20,000
<b>METRO REGION</b>	<b>1,624,643</b>
Anoka County Community Health and Environmental Services Department	213,099
Bloomington Division of Health	50,712
Carver County Community Health Services	45,403
Dakota County Public Health Department	236,224
Edina Health Department	26,572
Hennepin County Community Health Department	337,552
Minneapolis, City of	194,806
Richfield	18,668
St. Paul-Ramsey County Department of Public Health	298,233
Scott County Human Services Department	57,427
Washington County Department of Public Health and Environment	145,947

(continued)

	Amount Awarded <sup>1</sup>
<b>YOUTH RISK BEHAVIOR GRANTS (CONTINUED)</b>	
<b>SOUTHEAST REGION</b>	326,005
Dodge-Steele Community Health Services Board	42,919
Fillmore-Houston Community Health Services Board	35,668
Freeborn County Public Health Nursing Service	21,161
Goodhue County Public Health Services Board	30,796
Mower County Public Health Nursing Service	25,069
Olmsted County Public Health Services	76,359
Rice County CHS/PHN Service	39,609
Wabasha County Public Health Services	20,000
Winona County Public Health Nursing Service	34,424
<b>Total Youth Risk Behavior Grants</b>	<b>\$ 3,450,367</b>

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<b>TOTAL TOBACCO ENDOWMENT GRANTS</b>	<b>\$20,444,105</b>
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- <sup>1</sup> All amounts are for State Fiscal Year 2002 except as noted.
- <sup>2</sup> The Allina grant ended prematurely. The actual award will be less than the amount stated in this schedule since there was grant activity for only half of the award period.
- <sup>3</sup> This is the funding amount per the contract.
- <sup>4</sup> Breaking Free replaces Sabathani.
- <sup>5</sup> The amount is 1/2 of State Fiscal Year 2001 award and first 6 months of 2002 award.
- <sup>6</sup> These grants are for State Fiscal Year 2001.

<b>SUMMARY OF TOBACCO ENDOWMENT GRANTS</b>	
Statewide Grants	13,479,713
Local Community Grants	3,514,025
Youth Risk Behavior Grants	<u>3,450,367</u>
<b>TOTAL TOBACCO ENDOWMENT GRANTS</b>	<b>\$20,444,105</b>

## Appendix B

### Youth Risk Behavior and Minnesota Youth Tobacco Prevention Initiative (MYTPI) Local Grants by Region

	Endowment Based Funding <sup>1</sup>	Youth Risk Behavior	MYTPI Local	Total Funding
<b>NORTHWEST REGION</b>	<b>40,000</b>	<b>184,751</b>	<b>225,000</b>	<b>449,751</b>
Multi-County Board of Health (Becker/Mahnomen/Norman)	10,000	42,387	76,100 <sup>2</sup>	128,487
North Country Community Health Services (Beltrami/Clearwater/Hubbard/Lake of the Woods)	10,000	65,488	75,150	150,638
Polk County Public Health	10,000	22,511	See Multi-County	32,511
Quin County Community Health Services (Kittson/Marshall/Pennington/Red Lake/Roseau)	10,000	54,365	73,750	138,115
<b>NORTHEAST REGION</b>	<b>20,000</b>	<b>242,983</b>	<b>274,888</b>	<b>537,871</b>
Aitkin-Itasca-Koochiching Community Health Services Board	10,000	64,202	85,706	159,908
Carlton-Cook-Lake-St. Louis County Community Health Services Board	10,000	178,781	189,182	377,963
<b>WEST CENTRAL REGION</b>	<b>40,000</b>	<b>144,236</b>	<b>200,000</b>	<b>384,236</b>
Clay-Wilkin Community Health Services	10,000	49,136	50,000	109,136
Douglas County Public Health Services	10,000	21,862	50,000	81,862
Mid-State Community Health Services (Grant/Pope/ Stevens/Traverse)	10,000	35,617	50,000	95,617
Otter Tail County Human Service Board	10,000	37,621	50,000	97,621
<b>EAST CENTRAL REGION</b>	<b>80,000</b>	<b>476,785</b>	<b>459,289</b>	<b>1,016,074</b>
Benton-Sherburne Community Health Services Board	10,000	78,314	68,358 <sup>3</sup>	156,672
Cass-Todd-Wadena-Morrison Community Health Services Board	10,000	85,400	124,081 <sup>4</sup>	219,481
Chisago County Public Health Department	10,000	31,736	150,000 <sup>5</sup>	191,736
Crow Wing County Health Services	10,000	36,054	See Cass	46,054
Isanti-Mille Lacs Community Health Services Board	10,000	46,393	See Chisago	56,393
Kanabec-Pine Community Health Services Board	10,000	35,969	See Chisago	45,969
Stearns County Human Services Agency	10,000	96,687	77,850	184,537
Wright County Human Services Agency	10,000	66,232	39,000	115,232
<b>SOUTHWEST REGION</b>	<b>60,000</b>	<b>213,581</b>	<b>230,390</b>	<b>503,971</b>
Cottonwood-Jackson Community Health Services	10,000	23,656	55,000 <sup>6</sup>	88,656
Countryside Public Health Service (Big Stone/ Chippewa/ Lac Qui Parle/Swift/Yellow Medicine)	10,000	51,408	50,000	111,408
Kandiyohi County Public Health	10,000	29,937	50,390 <sup>7</sup>	90,327
Lincoln-Lyon-Murray-Pipestone Public Health Services	10,000	50,473	75,000 <sup>8</sup>	135,473
Nobles-Rock Public Health Services	10,000	27,467	See Lincoln	37,467
Redwood-Renville Community Health Services Board	10,000	30,640	See Cottonwood	40,640
<b>SOUTH CENTRAL REGION</b>	<b>60,000</b>	<b>237,383</b>	<b>250,000</b>	<b>547,383</b>
Blue Earth County Public Health Nursing Service	10,000	36,095	See Watonwan	46,095
Brown-Nicollet Community Health Services Board	10,000	46,759	See Watonwan	56,759
Faribault-Martin Community Health Services Board	10,000	33,213	See Watonwan	43,213
Le Sueur-Waseca Community Health Services Board	10,000	38,952	See Watonwan	48,952
Meeker-McLeod-Sibley Community Health Services Board	10,000	62,364	67,987	140,351
Watonwan County Human Services	10,000	20,000	182,013 <sup>9</sup>	212,013

(continued)

(Youth Risk Behavior and Minnesota Youth Tobacco Prevention Initiative (MYTPI) Local Grants by Region *continued*)

	Endowment Based Funding <sup>1</sup>	Youth Risk Behavior	MYTPI Local	Total Funding
<b>METRO REGION</b>	110,000	1,624,643	1,524,458	3,259,101
Anoka County Community Health and Environmental Services Department	10,000	213,099	195,818	418,917
Bloomington Division of Health	10,000	50,712	See Hennepin	60,712
Carver County Community Health Services	10,000	45,403	See Scott	55,403
Dakota County Public Health Department	10,000	236,224	225,077	471,301
Edina Health Department	10,000	26,572	See Hennepin	36,572
Hennepin County Community Health Department	10,000	337,552	610,200 <sup>10</sup>	957,752
Minneapolis, City of	10,000	194,806	See Hennepin	204,806
Richfield	10,000	18,668	See Hennepin	28,668
St. Paul-Ramsey County Department of Public Health	10,000	298,233	267,363 <sup>11</sup>	575,596
Scott County Human Services Department	10,000	57,427	96,000 <sup>12</sup>	163,427
Washington County Department of Public Health and Environment	10,000	145,947	130,000 <sup>13</sup>	285,947
<b>SOUTHEAST REGION</b>	90,000	326,005	350,000	766,005
Dodge-Steele Community Health Services Board	10,000	42,919	See Goodhue	52,919
Fillmore-Houston Community Health Services Board	10,000	35,668	See Goodhue	45,668
Freeborn County Public Health Nursing Service	10,000	21,161	See Goodhue	31,161
Goodhue County Public Health Services Board	10,000	30,796	350,000 <sup>14</sup>	390,796
Mower County Public Health Nursing Service	10,000	25,069	See Goodhue	35,069
Olmsted County Public Health Services	10,000	76,359	See Goodhue	86,359
Rice County CHS/PHN Service	10,000	39,609	See Goodhue	49,609
Wabasha County Public Health Services	10,000	20,000	See Goodhue	30,000
Winona County Public Health Nursing Service	10,000	34,424	See Goodhue	44,424
<b>TOTALS</b>	<b>\$500,000</b>	<b>\$3,450,367</b>	<b>\$3,514,025</b>	<b>\$7,464,392</b>

<sup>1</sup> This is the Commissioner's appropriation for tobacco prevention and control. It replaces the Tobacco-Free Communities for Children funding, which ended on 6/30/01.

<sup>2</sup> Multi-County is the lead agency on this grant, which includes Polk County.

<sup>3</sup> The grant is with Sherburne County only.

<sup>4</sup> North Central Service Cooperative is the lead agency for a grant that includes Crow Wing, Cass, Todd, Wadena and Morrison Counties.

<sup>5</sup> Chisago County is the lead agency for a grant that includes Pine, Kanabec, Mille Lacs and Isanti Counties.

<sup>6</sup> Cottonwood-Jackson is the lead agency for a grant that includes Redwood-Renville Community Health Services.

<sup>7</sup> Kandiyohi County has partnered with Affiliated Community Health Foundation, which is the lead agency on the grant.

<sup>8</sup> Lincoln-Lyon-Murray-Pipestone is the lead agency on a grant that includes Nobles-Rock Public Health Services.

<sup>9</sup> Watonwan is the lead agency on this grant and has partnered with Blue Earth, Brown, Faribault, Le Sueur, Martin, Nicollet and Waseca Counties.

<sup>10</sup> Hennepin County is the lead agency for a grant that includes the cities of Bloomington, Edina and Richfield.

<sup>11</sup> St. Paul-Ramsey has partnered with the American Lung Association, which is the lead agency on this grant.

<sup>12</sup> Scott County Human Services has partnered with Carver County.

<sup>13</sup> Washington County has partnered with Lakeview Memorial Hospital, which is the lead agency on this grant.

<sup>14</sup> Goodhue County is the lead agency for the Southeast Tobacco Coalition—a coalition of Wabasha, Winona, Houston, Fillmore, Olmsted, Dodge, Rice, Steele, Freeborn and Mower Counties.







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