TIME IS OF THE ESSENCE

ANNUAL REPORT 2017
CLEARWAY MINNESOTA℠

ClearWay Minnesota is an independent nonprofit that enhances life for all Minnesotans by reducing tobacco use and exposure to secondhand smoke. In 1998, we were entrusted with part of the settlement Minnesota received from tobacco companies over a period of 25 years. Our work is changing Minnesota in ways that have lasting, tangible impact on the lives and health of the people of this state.
REDUCING SMOKING THROUGH PUBLIC POLICY

TOBACCO 21

Our Minnesota communities set a high standard for protecting kids from the dangers of smoking. This year, Edina and St. Louis Park became the first Minnesota cities to raise the tobacco age to 21. Tobacco 21 prevents addiction and disease by increasing the gap between teens and those who can be sold tobacco, removing tobacco from the high-school environment. Research shows increasing the age in Minnesota would prevent 30,000 young people from becoming smokers over the next 15 years.

California, Hawaii, New Jersey, Maine and Oregon have all passed Tobacco 21 policies. This year, Senator Carla Nelson (R-Rochester) introduced a proposal to raise the age in our state as well. ClearWay Minnesota has joined with Minnesotans for a Smoke-Free Generation to support this great idea for Minnesota kids.

MENTHOL RESTRICTIONS

This year Minneapolis passed a cutting-edge policy limiting menthol tobacco sales to adult-only stores. Menthol drives health disparities among African Americans and other populations, and leads young people to initiate smoking.

Big Tobacco floods communities with advertising linking menthol smoking with their lives and identity. In addition to African Americans, the tobacco industry targets young people, LGBTQ individuals and Latinos with menthol.

ClearWay Minnesota funded two organizations - NorthPoint Health & Wellness Center and the Association for Nonsmokers-Minnesota (ANSR-MN) - who led Beautiful Lie, Ugly Truth, a campaign educating policymakers and the public about menthol and tobacco addiction. Coalition members included African American leaders, health groups and neighborhood organizations.

YOUTH RALLY WITH GOVERNOR DAYTON

Minnesotans for a Smoke-Free Generation joined Governor Mark Dayton at the Capitol to remind Minnesotans that youth tobacco use is still a problem. Highlighting new research on Minnesota’s tobacco taxes, the Governor said, “Making cigarettes less easily accessible to children and adults means fewer Minnesotans start smoking, and more are likely to quit.” We are grateful to Governor Dayton and legislative leaders for making tobacco prevention a priority.

POLICY GRANTEES

We fund nonprofit organizations or government agencies working to improve health at the local level. These have included:

• African American Leadership Forum
• American Lung Association in Minnesota (Greater Mankato and Northeast chapters)
• Association for Nonsmokers-Minnesota (ANSR-MN)
• CentraCare Health Foundation
• Goodhue County Health and Human Services
• Horizon Public Health
• NorthPoint Health & Wellness Center
• PartnerSHIP 4 Health
• Southwest Health and Human Services

Above: Advocates from around the state worked to pass new tobacco policies this year.

 Sources: American Journal of Preventive Medicine, Tobacco Control.
RECLAIMING SACRED TOBACCO

In 2016, ClearWay Minnesota produced a documentary exploring tobacco use among Minnesota American Indians. Created with Twin Cities PBS, Reclaiming Sacred Tobacco features American Indian people discussing how their traditions were corrupted by the commercial tobacco industry. Directed by Dakota/Diné producer Leya Hale with guidance from Anishinaabe and Dakota elders, Reclaiming Sacred Tobacco is helping undo the tobacco industry’s harms and improve health in Indian Country. The film received the Emmy award for Best Topical Documentary in the Upper Midwest, and screened at the national American Indian Film Festival. Reclaiming Sacred Tobacco can be viewed at www.clearwaymn.org/KeepTobaccoSacred.

ClearWay Minnesota is pursuing a number of health improvement initiatives in Indian Country. Highlights include policy grantmaking on tribal lands, organizing gatherings of American Indian health advocates from across the country, and a Keep Tobacco Sacred ad campaign.

COMMUNITY DEVELOPMENT

We work to reduce tobacco’s harms in diverse communities, who often smoke at higher rates and have worse disease burdens than the general population. This year, Jaime Martínez, our Director of Community Development, was honored with the Paul and Sheila Wellstone Public Health Achievement Award, awarded by the Minnesota Public Health Association (MPHA).

Highlights from Jaime’s 17-year tenure include the Leadership and Advocacy Institute to Advance Minnesota’s Parity for Priority Populations (LAAMPP), which built health leadership in diverse communities; partnerships with American Indians to restore traditional tobacco practices; and passage of the Freedom to Breathe Act in 2007.

HELP TO QUIT

QUITPLAN® SERVICES

QUITPLAN Services are effective, science-based programs that give Minnesotans free tools to quit. We offer telephone coaching, nicotine replacement therapy, and support through texts, email and other materials. A mass-media campaign directs tobacco users to the program, and, to date, QUITPLAN Services have helped more than 160,000 Minnesotans. You can learn more at quitplan.com or by calling 1-888-354-PLAN.

COMMUNITY ENGAGEMENT GRANTS

Community organizations know how to meet the needs of the populations they serve. Through Community Engagement grants, we work with these organizations to connect low socioeconomic-status smokers to cessation services. Each grantee creates their own approach to address tobacco use with the people they serve.

Organizations receiving these grants include:

- The American Indian Cancer Foundation
- The American Lung Association of the Upper Midwest
- Avivo (formerly RESOURCE, Inc.)
- Comunidades Latinas En Servicio (CLUES)
- Dakota Wicohan
- Mental Health Resources, Inc.
- NAMI Minnesota
- Native American Community Clinic
- Portico Healthnet
- Sub-Saharan African Youth and Family Services of Minnesota
- Vietnamese Social Services of Minnesota

THE QUITCASH CHALLENGE™

The QuitCash Challenge is an annual quit-smoking contest that promotes quitting and helps connect Minnesota smokers with QUITPLAN Services. Tobacco users who quit for an entire month become eligible for a $5,000 drawing. More than 4,000 people entered this year, and the winner was Melissa Hughes of Minneapolis. Melissa was motivated by her daughter, who asked her mom to quit smoking for her 10th birthday.

Below: Melissa Hughes of Minneapolis was this year’s QuitCash Challenge™ winner.

Below: Community Development Director Jaime Martínez (far right) at a Gathering of Native Americans (GONA)

Below: QUITPLAN® Services helps smokers avoid common issues while quitting

59%

PERCENT OF AMERICAN INDIANS IN MINNESOTA SMOKE CIGARETTES, COMPARED TO 14% OF THE GENERAL POPULATION*

*Sources: Tribal Tobacco Use Project, Minnesota Adult Tobacco Survey

MINNESOTANS HAVE GOTTEN FREE HELP TO QUIT THROUGH QUITPLAN® SERVICES

160,000

COMMUNITY DEVELOPMENT

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RESEARCH

RESEARCH GRANTS
This year, ClearWay Minnesota awarded several new research grants to the following organizations:
• Public Health Law Center for a project researching tobacco control in homeless shelters
• The American Indian Cancer Foundation for a project researching the impacts of traditional tobacco messaging
• The University of Minnesota for a project researching smoking among Asian-language speakers
• The University of Minnesota for a project researching cessation among Somali smokers

David Willoughby, our CEO, said, “This research will help address smoking in populations with some of the most significant tobacco disparities in the state.”

DISSEMINATION
Two notable articles this year highlighted our grantees’ work. The first was a paper in the American Journal of Public Health, authored by our grantee Betsy Brock of the Association for Nonsmokers-Minnesota (ANSR-MN), sharing findings on how policies in St. Paul and other cities reduced the availability of cigars.

The second was an article on the CDC’s website about smoke-free policies on the Fond du Lac reservation. Fond du Lac is a grantee of ClearWay Minnesota’s program to support Minnesota American Indians as they work to improve health and restore tobacco traditions among their people.

These are just two of the many articles published by ClearWay Minnesota grantees and staff over the past year.

RAISING THE MINIMUM LEGAL SALE AGE FOR TOBACCO TO 21
This year, researchers from ClearWay Minnesota and the Minnesota Department of Health published an article showing that raising the state’s tobacco age to 21 would prevent thousands of Minnesota kids from becoming smokers. The article was published in Minnesota Medicine.

If Minnesota raised the legal sale age to 21:
• 25 percent fewer 15-year-olds would start smoking by the time they turn 18
• 15 percent fewer 18-year-olds would start smoking by the time they turn 21

This translates into 30,000 young people not becoming smokers over the next 15 years.

Senior Research Program Manager Joanne D’Silva presents findings at a meeting of the Society for Research on Nicotine and Tobacco.

ADVERTISING
ClearWay Minnesota’s ads raise awareness of smoking’s dangers and help tobacco users find quitting help. This year, we created a new campaign reminding Minnesotans that more should be done to prevent kids from becoming addicted to tobacco. The campaign was created with Minneapolis advertising agency Clarity Coverdale Fury.

Stop the Start highlights the tobacco industry’s use of social media, coupons, concert promotions and other tactics aimed at youth. Minnesotans can learn more about the campaign at www.stopthestartMN.com.

“The tobacco industry continues to aggressively market to ‘replacement smokers,’” said our CEO, David Willoughby. “Nearly all smokers start by 18, but if we can prevent youth from starting, smoking stops.”

ClearWay Minnesota’s many ads from over the years can be found at https://www.youtube.com/user/ClearWayMinnesota/videos.

6,300
Minnesotans lose their lives to tobacco use each year*

30,000
Young Minnesotans would be prevented from smoking by a tobacco 21 law

$7.46
Billion
In excess medical costs and lost productivity

*Sources: Blue Cross and Blue Shield of Minnesota, Minnesota Medicine
BOARD OF DIRECTORS

ClearWay Minnesota’s work has helped achieve major changes in Minnesota since we were created in 1998. We’ve advanced policies that reduce smoking and secondhand smoke (like tobacco taxes and the Freedom to Breathe Act), given free help to more than 160,000 Minnesotans trying to quit, collaborated with communities heavily burdened by tobacco’s harm, and advanced research and communications that are influencing health efforts throughout our state and beyond.

But we are a life-limited organization, and now we look to our final years with urgency and optimism. In our remaining time, we will focus on continuing to reduce smoking and secondhand smoke exposure and advancing science to help populations most touched by commercial tobacco’s harms.

More than that, we will ensure that all our remaining work has the maximum impact on reducing smoking in our state. We were entrusted by our founders with an important mission, and every move we must bring us closer to achieving that mission. As you have seen in these pages, excitement is building around new policy strategies for reducing smoking, and we will continue to lead the way in this and other frontiers.

The future health of Minnesota is what’s at stake. Time is of the essence.

Bob Boerschel
ClearWay Minnesota™ Board Chair

STRATEGIC PLANNING

ClearWay Minnesota’s Strategic Plan for 2015-2017 focuses on:
• Supporting policies that reduce tobacco use and exposure to secondhand smoke
• Supporting Minnesotans in quitting tobacco use
• Creating an environment that supports a tobacco-free future for Minnesotans
• Planning for ClearWay Minnesota’s limited life

STATEMENTS OF ACTIVITIES
YEARS ENDED JUNE 30, 2017 AND 2016

REVENUE AND GAINS

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<tr>
<th></th>
<th>2017</th>
<th>2016</th>
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<tr>
<td>Net Investment Income</td>
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<td>Contributions and Grants</td>
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<td>119,354</td>
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<td><strong>Total Revenue and Gains</strong></td>
<td>$1,111,227</td>
<td>$-420,092</td>
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EXPENSES

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<td>Program Services</td>
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<td>Tobacco Cessation</td>
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<td>Research and Other Tobacco Issues</td>
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<td><strong>Total Program Services</strong></td>
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<td>Supporting Services</td>
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<td>General and Administrative</td>
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<td><strong>Total Expenses</strong></td>
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<td>Decrease in Net Assets</td>
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<td>Net Assets at Beginning of Year</td>
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<td><strong>Net Assets at End of Year</strong></td>
<td>$38,092,426</td>
<td>$51,853,596</td>
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This financial information has been excerpted from financial statements audited by Olson Thiein Co., Ltd., as of June 30, 2017 and 2016, and for the years then ended. Copies of the complete audited financial statements, including all disclosure required by generally accepted accounting principles, are available upon written request to the ClearWay Minnesota office.