

## CHAIRMAN



Kirby J. Erickson

*Clean-air momentum continues to sweep through our part of the country.*

## IN THIS ISSUE

- Survey shows overwhelming support for state's smoke-free law
- Minnesota improves grades on Lung Association "report card"
- QUITPLAN® Services promoted in new TV ad, display at State Capitol
- ClearWay Minnesota<sup>SM</sup> sponsors Vietnamese New Year festival
- Staff members receive recognition

## From the ClearWay Minnesota<sup>SM</sup> Chair

To this point, Minnesota has occupied a unique place among our neighboring states in the upper Midwest. As of the beginning of 2008, we were the only one to pass a strong smoke-free law that protects the health of workers and customers in all our indoor public spaces.

The law was passed after a long and thorough debate during which policymakers examined every possible angle of the smoke-free issue. In the end, a strong, bipartisan majority of lawmakers agreed that the health dangers of secondhand smoke were too great to be ignored. Governor Pawlenty signed the Freedom to Breathe Act into law almost a year ago.

The smoke-free issue is truly nonpolitical, and polls consistently show emphatic support among Minnesotans of all ideological stripes. As you'll see in this issue of *Clear Insight*, ClearWay Minnesota recently released findings from the first statewide survey of its kind taken since the law was implemented in October 2007.

The results show how unified Minnesotans are behind the law. Fully 76 percent of Minnesotans said they approve of it, with strong majorities favoring it whether the data is broken down by political affiliation, location in the state, age or gender. Forty-four percent – nearly half of all those polled – said they support it *strongly*. It's difficult to imagine that kind of unity around most other issues.

Recent news from around the country and around the world has shown that smoke-free policies do make a difference in improving public health. These laws are increasing the

number of those quitting, which in turn reduces disease rates and health care costs.

The American Lung Association recently awarded Minnesota an A for its smoke-free leadership, and other Midwestern states are catching up as well. Illinois implemented a new law this year, and Nebraska's governor just signed one for their state in February. North Dakota has a law for restaurants, and Wisconsin and South Dakota both saw clean-air legislation introduced during their 2008 sessions. Finally, as of this writing, the Iowa legislature just approved their own strong smoke-free bill, which their governor is expected to sign.

The clean-air momentum continues to sweep through our part of the country, and it can only be a matter of time before our friends to the west and the east follow Minnesota and Iowa into the smoke-free future. We congratulate the citizens of Iowa, and we wish our other neighbors the best of luck.

Sincerely,

Kirby J. Erickson

ClearWay Minnesota<sup>SM</sup> Board Chair

## BOARD OF DIRECTORS

### BOARD OFFICERS:

BOARD CHAIR  
Kirby J. Erickson

VICE CHAIR  
Gary Eckenberg

TREASURER  
Michael Scandrett

SECRETARY  
Colleen Aho

### BOARD MEMBERS:

Blanton Bessinger  
Nancy Brataas  
Mitchell Davis, Jr.  
James Deal  
Ivan Dusek  
David Fisher  
Verna Hasbargen  
M. Patricia Hoven  
Larry Kryzaniak  
Richard Mulder  
Fred Nobrega  
Michael Paymar  
Charlie Rounds

### OUR VISION:

Eliminate the harm tobacco causes the people of Minnesota.

### OUR MISSION:

Enhance life for all Minnesotans by reducing tobacco use and exposure to secondhand smoke through research, action and collaboration.

## QUITPLAN® SERVICES

ClearWay Minnesota<sup>SM</sup> currently offers five QUITPLAN Services for people who want to quit tobacco use:

- quitplan.com
- The QUITPLAN Helpline
- QUITPLAN at Work
- QUITPLAN Centers
- QUITPLAN Community-Tailored Centers

For more information on QUITPLAN Services, please call 1-888-354-PLAN (7526) or visit [www.clearwaymn.org](http://www.clearwaymn.org).

## New statewide survey finds sweeping support for smoke-free law

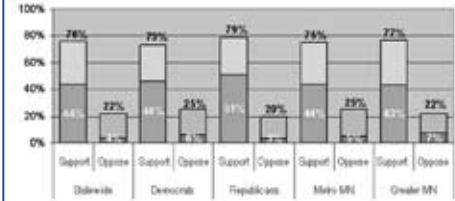
A new public opinion survey sponsored by ClearWay Minnesota<sup>SM</sup> has found sweeping support for the Freedom to Breathe Act, Minnesota's statewide smoke-free law that took effect on October 1, 2007. The statewide survey, the first of its kind since the law was implemented, found that 76 percent of Minnesotans support the law, with 44 percent indicating strong support.

Conducted by Minneapolis research firm Decision Resources, Ltd., the new survey found that strong majorities among all demographic groups favor the law; overwhelming support was found regardless of geography, political affiliation, income, age or gender.

Comparisons with a similar survey released in January 2007 reveal that support among Minnesotans has actually increased by 7 percent since the law was passed last spring. Of those who already have a strong opinion about the smoke-free law, 11 times as many people strongly support it as strongly oppose it.

The survey also found that Minnesota smokers are smoking less and thinking about quitting more as a direct result of the law. Nineteen percent reported smoking fewer cigarettes since the law began, and 22 percent said they are seriously considering quitting because of the law.

According to ClearWay Minnesota Chief Executive Officer David Willoughby,



### Key survey findings:

- 76 percent of Minnesotans favor the smoke-free law, with 44 percent favoring it strongly
- Support for the law has increased by 7 percent since January 2007
- Strong majorities across all regions and demographics support the law
- 19 percent of smokers are smoking less and 22 percent are thinking about quitting more since the law began
- 82 percent of Minnesotans view secondhand smoke as a health hazard

“The results of this survey demonstrate how quickly the smoke-free law has been embraced by all Minnesotans. We’ve always loved fresh outdoor air in Minnesota, and now we can add the love of fresh *indoor* air to the list of things that define us as a state.”

### Methodology

The 2008 study contains the results of a survey administered to 800 randomly selected 2006 voters across the state of Minnesota. Professional interviewers conducted the survey by telephone between January 10 and 21, 2008. The typical respondent took eight minutes to complete the questionnaire. The non-response rate was 3.9 percent. The results of the study are projectable to all adult Minnesota residents within +3.5 percent in 95 out of 100 cases. To view the complete survey results, visit [www.clearwaymn.org](http://www.clearwaymn.org).

## Minnesota improves grades on American Lung Association “report card”

Minnesota has achieved its highest-ever score in the American Lung Association's review of state tobacco control and prevention efforts. The annual ALA report, **State of Tobacco Control**, assigns grades in four categories: Tobacco Prevention and Control Spending, Smoke-Free Air Laws, Cigarette Tax and Youth Access.

According to the ALA's Minnesota representative Bob Moffitt, “Minnesota did great - for the first time, Minnesota scored all passing grades in the report card.”

Minnesota's biggest improvement came in the category of Smoke-Free Air Laws. The passage of the Freedom to Breathe Act, the comprehensive smoke-free workplace law, improved the state's ranking from an F to an A. In other categories, Minnesota received two Bs, for Tobacco Prevention and Control Spending and Youth Access, and one C, for Cigarette Tax.

Nationwide, the report saw a record 32 states, plus the District of Columbia and Puerto Rico, receiving passing grades in the Smoke-Free Air category.

## QUITPLAN® Services TV ad debuts during Super Bowl

The second of two emotional new television ads for QUITPLAN Services debuted on FOX affiliates during Super Bowl XLII on February 3. The ad, “Down the Aisle,” opens as a mock trailer for a comedy about a father coming to terms with his daughter’s marriage ... but the camera pans away to reveal that a different father and his daughter are watching the trailer on television in a hospital where he is being treated for a smoking-related illness.

Both this ad and another, “The Wait,” which began running in October, were



Scenes from “Down the Aisle.”

created by Minneapolis ad agency Clarity Coverdale Fury and directed by Allen Coulter, an Emmy-nominated director whose previous work includes episodes of *The Sopranos* and *Sex and the City* as well as feature films.

Both “Down the Aisle” and “The Wait” have drawn praise from ad industry professionals, and both were singled out as “Top Spots of the Week” by the industry publication *SHOOT*. Both new ads can be viewed at [www.clearwaymn.org](http://www.clearwaymn.org).



## ClearWay Minnesota<sup>SM</sup> CEO leads national quitline group

This summer, ClearWay Minnesota’s Chief Executive Officer David Willoughy will complete a year as Board Chair of the North American Quitline Consortium (NAQC). NAQC is an independent nonprofit organization that improves tobacco quitline services nationwide by bringing together service providers, funders, researchers and other health professionals to exchange ideas and resources.

As an independent nonprofit organization, NAQC has now existed for two years, and David says one of his goals as Chair has been to bring stability and sustainability to the organization. “We’ve worked to secure a consistent and balanced funding stream,” he says, “and to create an appropriate governance model for the organization as well. This has helped put NAQC on a sustainable track for the future.”

Other successes of David’s tenure include developing and adopting a minimal data set for comparing data between quitlines, and NAQC is currently working on initiatives to improve quality of service across all quitlines.

Before becoming ClearWay Minnesota’s CEO in 2000, David was vice president of the Southwest Division of the American Cancer Society in Arizona, and he has an extensive background in public health activities and initiatives. Following completion of his term as NAQC Chair, David will continue serve as a Board Member of the organization through 2011.

## QUITPLAN® SERVICES DISPLAYS FEATURED AT STATE CAPITOL



From March 15 - 28, ClearWay Minnesota<sup>SM</sup> celebrated the efforts of Minnesotans who used QUITPLAN Services to successfully quit smoking with a series of banners in the State Capitol. The exhibit highlighted the more than 10,000 Minnesotans who have used QUITPLAN Services to quit smoking and helped saved Minnesotans \$24.3 million in health care costs.

Three Minnesotans who struggled to go smoke-free were also featured in personal photo exhibits. The featured participants, who all used QUITPLAN Services, include:

- **Robert Murphy:** A former radio personality, Robert received free cigarettes from the tobacco companies for more than two decades, and developed a two to three pack-a-day habit for 45 years. Robert still struggles with smoking from time to time, but has found help through the QUITPLAN Helpline.
- **Yvonne Kennedy:** Persuaded to try a cigarette at age 12, Yvonne continued smoking for 16 years, even through the birth of five children. She quit for six months during her last pregnancy - but, as soon as her twins were born, she had another cigarette in the hospital. Yvonne finally found support through counseling at a QUITPLAN Center.
- **Mark Struthers:** A pack-a-day smoker for 20 years, Mark decided to quit while reading a list of lung cancer symptoms online. As a career counselor who helps other people plan for the future, he enjoyed mapping out a plan to end his tobacco use with a QUITPLAN Center counselor.

The photo essay features the photography of Doug Beasley, director of St. Paul’s Vision Quest Photographic Arts Center. The four six-foot banners will continue to travel around Minnesota to raise awareness of QUITPLAN Services.

## ClearWay Minnesota<sup>SM</sup> sponsors Vietnamese New Year Festival



ClearWay Minnesota<sup>SM</sup> sponsored the 33rd annual Vietnamese Tet New Year.

On February 2, ClearWay Minnesota sponsored the 33rd annual Vietnamese Tet New Year, a cultural festival organized by the Vietnamese Community of Minnesota. The festival

celebrated Vietnamese culture and heritage and observed the beginning of the lunar Year of the Rat. Held at Hopkins High School in Minnetonka, the event drew thousands of Vietnamese-American families, war veterans and students, and filled the school to capacity. Notable attendees included Senator Amy Klobuchar, Representative Keith Ellison and Attorney General Lori Swanson. Traditional performances such as a dragon dance with fireworks were featured, as were less traditional ones such as the popular “Vietnamese Idol” contest. A smoke-free event, the festival featured a booth with information about QUITPLAN<sup>®</sup> Services, and ClearWay Minnesota representatives were on hand to discuss culturally appropriate options for quitting.

## ClearWay Minnesota<sup>SM</sup> program manager presents at conference for nonprofits



Molly Moilanen

In March, ClearWay Minnesota Senior Intervention Program Manager Molly Moilanen was a presenter at the annual Nonprofit Technology and Communications conference organized by the Minnesota Council of Nonprofits. With consultant Dan Cramer of Grassroots Solutions, Inc., Molly showed how nonprofit organizations can use targeting analysis to create an issue-oriented

campaign, and shared lessons learned from her work with communities to build support for Minnesota’s smoke-free law. Molly was ClearWay Minnesota’s lead representative on the design and implementation of the targeting project.

At the same conference, ClearWay Minnesota’s secondhand smoke website, areyouokwiththat.com, was selected as a finalist for a Dot Org award. The Minnesota Council of Nonprofits presents the Dot Org awards to nonprofit websites that are generous in sharing information, allow for constituent



[www.areyouokwiththat.com](http://www.areyouokwiththat.com)

participation, are accessible and encourage connections and networks. Created by Clarity Coverdale Fury for ClearWay Minnesota, the secondhand smoke website was part of the powerful *Are You OK With That?*<sup>®</sup> campaign, and was chosen as a Dot Org finalist from over 60 nominated websites.

## New staff member brings American Indian community expertise



Nicole Toves

ClearWay Minnesota<sup>SM</sup> welcomed a new Community Development Manager in January. A founding member of the Native American Tobacco Coalition of Montana, Nicole “CoCo” Toves has first-hand knowledge of American Indian communities and the unique dynamics of their

historic relationship with tobacco. With expertise in sacred tobacco practices, advocacy, prevention and policy issues, Nicole brings knowledge and perspective to ClearWay Minnesota that will help guide the organization’s work among Minnesota’s American Indian Nations.