

COMMERCIAL TOBACCO EQUITY INITIATIVE

The Commercial Tobacco Equity Funding Initiative is a multi-year initiative, which seeks to reduce and eliminate commercial tobacco access and use in communities most impacted by commercial tobacco-related health inequities. Funded projects reflect community-led strategies by both organizations and Tribal Nations to advance policies, systems and environmental changes to positively impact communities disproportionately affected by commercial tobacco.

The Center for Racial and Health Equity has awarded \$1M in funding per year for up to three years to 7 Minnesota nonprofit organizations and 3 Tribal Nations. The following organizations have been awarded Commercial Tobacco Equity Funding:

LUNG MIND ALLIANCE

The Lung Mind Alliance will reduce disparities related to the impact of commercial tobacco on people with mental illness and/or substance use disorders by integrating commercial tobacco treatment into mental health and substance use disorder treatment services and creating commercial tobacco-free grounds at those locations.



ASSOCIATION FOR NONSMOKERS-MINNESOTA (ANSR)

ANSR will enact comprehensive tobacco control policies in targeted cities, including menthol/flavor restrictions, pricing regulation, retailer limits, and community capacity-building, fostering healthier environments and reducing the prevalence of commercial tobacco use.

BOIS FORTE TRIBAL COUNCIL

Bois Forte Tribal Council will work to minimize exposure to secondhand smoke/vaping to enhance community health and well-being. With Commercial Tobacco Equity Funding, they will integrate traditional tobacco teachings into community initiatives to preserve and promote cultural knowledge. They will also foster collaboration and coordination with Substance Use Disorder and Mental Health programs to provide comprehensive support for individuals facing these challenges.

FAMILYWISE SERVICES

FamilyWise Services will improve community health by addressing root issues such as high rates of out-of-home placement and substance misuse, ACEs, and intergenerational trauma. They will support individual and family resilience and healing practices, while also promoting organizational/community-level healing by raising awareness of neurobiology, epigenetics, the impact of colonization and historical trauma, Adverse Childhood Experiences (ACEs), and uplifting stories of resilience that highlight the wisdom and strength of Indigenous people.

INDIGENOUS PEOPLES TASK FORCE (IPTF)

IPTF will improve the health of the Minnesota Native American community by making environmental changes in PSE. The project will engage in growing traditional tobacco with IPTF and their community/network. It will create packaging for traditional tobacco that includes a QR code that links to the IPTF webpage and social

media. The project aims to restore cultural practices by educating Native communities on the four basic medicines: tobacco, sage, cedar, and sweetgrass.

LEECH LAKE BAND OF OJIBWE

The Leech Lake Family Spirit EmPOWERment (LLFSP) project aims to reduce commercial tobacco use and exposure by developing Indigenous pamphlets, teaching Asemaa cultivation, and engaging youth in cultural practices. Additionally, it seeks to promote physically active lifestyles and healthy eating habits within the community. The project also emphasizes support and evaluation through the establishment of the LLFSP Elder Advisory Committee to assess and enhance the Family Spirit Program.

LOWER SIOUX INDIAN COMMUNITY IN THE STATE OF MINNESOTA, A SOVEREIGN AND FEDERALLY RECOGNIZED INDIAN TRIBE

The Lower Sioux Indian Community will break down barriers and increase support for healthy behaviors at Lower Sioux. Its target population is Lower Sioux Indian Community employees by aiming to increase supports for healthy behaviors at Lower Sioux, increase access to health screenings, wellness initiatives, and traditional healing methods, and maintain Lower Sioux Community Health Vision.

NATIVE AMERICAN COMMUNITY CLINIC (NACC)

“Wicozani Chanku” means “the path to health and wellbeing” in Dakota. With funding from the Commercial Tobacco Equity Initiative, the project will engage community members to develop cultural and community-specific educational interventions that create healthy environments for those most impacted by the harms of commercial tobacco.

NORTHPOINT HEALTH & WELLNESS, INC.

NorthPoint Health & Wellness, Inc. Will work to reduce the disproportionate harm caused by tobacco products and reduce youth tobacco use and initiation in Hennepin County. The project will conduct educational presentations and outreach events to raise awareness about the dangers of flavored tobacco and promote supportive policies, co-create culturally specific educational materials to effectively communicate the harms of flavored tobacco, involve 10-12 high school students in developing messaging and educational strategies, while also training them and community partners as tobacco prevention educators and advocates, among others.

SUB-SAHARAN AFRICAN YOUTH AND FAMILY SERVICES OF MINNESOTA (SAFYSM)

SAFYSM will reduce commercial tobacco use within African-born and Black communities through a comprehensive approach that addresses individual behavior change and environmental factors. With Commercial Tobacco Equity Funding, this project will provide education and raise awareness about tobacco-related health risks, particularly within African-born and Black communities, engage and empower community members from marginalized populations in leadership roles, engage young people through youth-led initiatives, peer education, and leadership opportunities, establish collaborations with community organizations, faith/community leaders, health professionals, schools, and government agencies.

