

CLEARWAY MINNESOTASM WILL SUNSET IN 2021

Established with a limited lifespan in 1998, the independent tobacco control nonprofit will sunset in 2021 (pending court approval). **For more than two decades, ClearWay Minnesota has led the fight against Minnesota's top preventable cause of death and disease.** Minnesota faces a huge gap in prevention funding at the same time we are experiencing a respiratory pandemic and dangerously high youth tobacco use rates.

A GREAT EXPERIMENT



- ClearWay Minnesota was founded with 3 percent (\$202 million) of the \$6.1 billion tobacco settlement in 1998.
- Our mission is to enhance life for all Minnesotans by reducing tobacco use and exposure to secondhand smoke through research, action and collaboration.
- Through careful investments, we have spent over \$280 million to reduce commercial tobacco's harm in our state.

A COMPREHENSIVE APPROACH

Our scope has been among the broadest of any single tobacco control organization in the country, covering:

- **CESSATION** – Getting free quitting help to Minnesota tobacco users, and improving how they're served by health care systems
- **RESEARCH** – Driving knowledge and translating data into practical solutions
- **COMMUNITY DEVELOPMENT** – Partnering with communities disproportionately harmed by commercial tobacco use
- **PUBLIC AFFAIRS** – Supporting public policies that prevent youth smoking and help smokers quit
- **MARKETING AND COMMUNICATIONS** – Raising awareness of tobacco's dangers and directing users to proven quitting help



ACCOMPLISHMENTS

- Over 20 years, ClearWay Minnesota and partners **prevented 4,118 deaths, 4,560 cancers and tens of thousands of hospitalizations.**¹
- **\$5.1 billion was saved** in worker productivity and health care costs.¹
- Since 2001, **over 195,000 Minnesotans got help quitting** through QUITPLAN[®] Services, our free cessation program.
- **Over \$33 million in grants and contracts** were awarded to Minnesota researchers to advance tobacco control science.
- We supported Minnesota's American Indian tribes, Black advocates and other leaders as they **addressed commercial tobacco use in their own communities.**
- With partners, we helped pass **smoke-free air, tobacco taxes, treatment funding and innovative local policies.**

PREVENTED
4,118
DEATHS

SAVED
\$5.1
BILLION

HOW WILL MINNESOTA FILL THE GAP?

- Funding for tobacco prevention in Minnesota is rapidly declining.
- CDC recommends Minnesota spend \$53 million per year on prevention and treatment . . . but Minnesota only spends a fraction of that (\$12.4 million, with \$4.5 million of that coming from ClearWay Minnesota).^{2,3}
- In comparison, each year the tobacco industry spends over \$100 million promoting tobacco products in Minnesota – not including e-cigarette advertisements.⁴
- The state of Minnesota collected nearly \$760 million in tobacco taxes and settlement fees last year, but the state only spent 1 percent of that total on tobacco prevention and treatment.⁵



There is still a strong need for commercial tobacco prevention work in Minnesota. In our final year, we will continue fighting for solutions to the problem of commercial tobacco addiction, but Minnesota must invest more dollars to sustain the ongoing work of reducing tobacco's harm.

1. Maciosek MV et al. Twenty-year health and economic impact of reducing cigarette use: Minnesota 1998-2017. *Tob Control*. 2019.
2. U.S. Centers for Disease Control and Prevention. Best Practices for Comprehensive Tobacco Control Programs — 2014. 2014.
3. Minnesota Department of Health and ClearWay MinnesotaSM. 2020.
4. Campaign for Tobacco Free Kids. Broken Promises to Our Children: A State-by-State Look at the 1998 Tobacco Settlement 21 Years Later. 2019.
5. Minnesota Management and Budget, Consolidated Fund Statement, Budgetary Basis, 2020 November Forecast, December 7, 2020.