



## *Background on The Louisiana Campaign for Tobacco-Free Living:*

Tobacco is the leading cause of death in the United States. Disease related to tobacco use claims over 435,000 lives each year. In Louisiana, over 6,400 lives are taken annually by tobacco use. Each year, the financial burden caused by tobacco use in our state reaches \$2.8 billion in direct healthcare costs and lost productivity. The toll on the people of Louisiana because of tobacco is staggering; therefore, The Louisiana Campaign for Tobacco-Free Living (TFL) is dedicated to countering these deadly effects. TFL is working in the spirit of community to put the most innovative approaches in tobacco use prevention and cessation to work for Louisiana. TFL is a coordinated statewide effort funded by a 2002 Louisiana state tobacco excise tax increase. Using statewide media campaigns and working vigorously to provide the information and resources people need, TFL is helping the people of Louisiana live their lives tobacco-free. Louisiana's citizens should be free from the tobacco industry's unfair advertising tactics, free from the health effects of secondhand smoke and free from the economic burden tobacco use places on our struggling healthcare system.

Ongoing strategic planning sessions with nationally recognized tobacco control planning consultants have helped TFL identify and prioritize program goals and objectives. Four goals have been identified:

- Reduction of exposure to secondhand smoke
- Reduction of tobacco use initiation among youth
- Promotion of cessation among adult and youth
- Coordination of efforts statewide

Strategic planning that began with the 2004 TFL Summit continues to prioritize tobacco control efforts in regions all across Louisiana. The information gathered is used to constantly guide tobacco control initiatives at the state and regional level. It is the responsibility of the TFL Scientific Advisory Board to review the plans and make recommendations. The Board, comprised of national tobacco control experts, endorses the program goals and makes strategic recommendations. As a result of these careful processes, decreasing exposure to secondhand smoke has been selected as the program's primary focus.

TFL's primary purpose is to end the human suffering inflicted by tobacco. It's a promise to Louisiana that does not end with smokers who lose years of their lives to this dreaded addiction. Secondhand smoke exposure causes heart disease, cancer, respiratory problems, low birth weight and sudden infant death—numerous studies have confirmed it. In fact, each year secondhand smoke kills 3,000 non-smokers across the U.S. from lung cancer, and more than 35,000 from heart disease. These lives lost to secondhand smoke are far too steep a price to pay. The majority of Louisianians are exposed to secondhand smoke every day. About four out of every five people in Louisiana reported that they have been exposed to secondhand smoke over the past seven days.

All aspects of the statewide implementation and evaluation of this campaign are coordinated by the core staff at the **Louisiana Public Health Institute (LPHI)**, as provided for in a contract with the Louisiana Cancer Research Consortium.



## *Background on The Louisiana Public Health Institute:*

**The Louisiana Public Health Institute (LPHI)** is an independent 501(c)(3) organization established in 1997. It is part of a growing movement of public health institutes in America. As a primary strategy, LPHI creates and fosters collaborative endeavors in the areas of health information, public policy, applied research, and community capacity enhancement. We are dedicated to promoting the health and well-being of the people of Louisiana through public-private partnerships.

### **Our Mission**

To plan, develop and deliver a coordinated and evidence-based tobacco use prevention and control program that empowers the citizens of Louisiana to change tobacco-related policies affecting their personal lives and environments.

### **How We Do It**

- Promote policy change
- Compile and disseminate information for informed decision making
- Enhance community capacity
- Expand knowledge through applied research
- Broker creative partnerships
- Serve as fiscal agent



## *Secondhand Smoke Facts:*

### **Definition**

- Secondhand smoke is a mixture of the smoke given off by the burning end of tobacco products and the smoke exhaled by smokers.<sup>1,2</sup>
- Secondhand smoke contains a complex mixture of more than 4,000 chemicals, more than 60 of which are cancer-causing agents.<sup>1,2</sup>
- People are exposed to secondhand smoke in the home, workplace, and in public venues such as bars, bowling alleys, and restaurants.<sup>3</sup>

### **Health Effects**

- Secondhand smoke is associated with an increased risk for lung cancer and coronary heart disease in nonsmoking adults.<sup>1,2,4</sup>
- Young children are particularly susceptible to secondhand smoke and exposure is associated with an increased risk for sudden infant death syndrome (SIDS), asthma, bronchitis, and pneumonia.<sup>1,5</sup>

### **National Estimates**

- SHS is the third leading cause of preventable death in the United States.<sup>6</sup>
- Annually, an estimated 35,000 nonsmokers die from heart disease and 3,000 nonsmokers die from lung cancer in the United States as a result of exposure to secondhand smoke.<sup>6</sup>
- An estimated 22% of children are exposed to secondhand smoke in their homes.<sup>7</sup>



## *Louisiana Tobacco Facts:*

### **Adults**

- 26.5% of all Louisianians smoke.<sup>1</sup>
- Over 6,400 Louisianians die annually from smoking related diseases.<sup>2</sup>
- 750 -1250 Louisianians die each year from the effects of secondhand smoke exposure.<sup>5</sup>

### **Teens**

- 36.4% of Louisiana teens smoke (22.9 % nationally).<sup>2</sup>
- 337,433 Louisiana teens are projected to start smoking.<sup>2</sup>
- Of those teens who start, 107,892 are projected to die from smoking (roughly 1/3).<sup>2</sup>

### **Smoke-Free Policies**

- 35% of Louisianians are not protected by smoke-free policies at work.<sup>2</sup>
- 43.3% of Louisianians are not protected by smoke-free policies at home.<sup>2</sup>
- In an average week, more than 80% of Louisiana residents are exposed to secondhand smoke.<sup>3</sup>
- More than two-thirds of Louisiana residents support smoke-free restaurant policies.<sup>3</sup>

### **Healthcare and Medicaid**

- Every year, tobacco use costs Louisiana \$1.15 billion in direct medical expenditures, raising the cost of health insurance for everyone.<sup>4</sup>
- Smoking costs \$1.66 billion in lost productivity in Louisiana.<sup>4</sup>
- Taxpayers spend \$511 per household on smoking-caused government expenditures.<sup>4</sup>



## *References for Secondhand Smoke Facts:*

1. National Cancer Institute. *Health Effects of Exposure to Environment Tobacco Smoke. Smoking and Tobacco Control Monograph No. 10.* Bethesda, MD: U.S. Department of Health and Human Services, National Institutes of Health, National Cancer Institute; 1999. NIH Pub. No. 99-4645. Accessed: February 2004.
2. National Toxicology Program. *10th Report on Carcinogens.* Research Triangle Park, NC: U.S. Department of Health and Human Services, Public Health Service, National Toxicology Program, December 2002. Accessed: February 2004.
3. Pirkle JL, Flegal KM, Bernert JT, Brody DJ, Etzel RA, Maurer KR. Exposure of the U.S. population to environmental tobacco smoke: The Third National Health and Nutrition Examination Survey, 1988 to 1991. *Journal of the American Medical Association* 1996;275(16):1233–1240.
4. U.S. Environmental Protection Agency. *Respiratory Health Effects of Passive Smoking: Lung Cancer and Other Disorders.* Washington, DC: U.S. Environmental Protection Agency;1992. Pub. No. EPA/600/6-90/006F. Accessed: February 2004.
5. U.S. Department of Health and Human Services. *Women and Smoking: A Report of the Surgeon General.* Rockville, MD: U.S. Department of Health and Human Services, Public Health Service, Office of the Surgeon General; 2001. Accessed: February 2004.
6. CDC. *Annual smoking-attributable mortality, years of potential life lost, and economic costs—United States, 1995–1999.* *Morbidity and Mortality Weekly Report* 2002;51(14):300–303. Accessed: February 2004.
7. CDC. *State-specific prevalence of cigarette smoking among adults, and children’s and adolescents’ exposure to environmental tobacco smoke—United States, 1996.* *Morbidity and Mortality Weekly Report* 1997;46(44):1038–1043. Accessed: February 2004.

## *References for Louisiana Tobacco Facts:*

1. Centers for Disease Control and Prevention (CDC). *Behavioral Risk Factor Surveillance System Survey Data.* Atlanta, Georgia: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, 2003.
2. Centers for Disease Control & Prevention (CDC), Data Highlights 2004.
3. The Louisiana Campaign for Tobacco-Free Living Social Climate Survey, 2003-4.
4. CDC, "Annual Smoking-Attributable Mortality, Years of Potential Life Lost, and Economic Costs -- United States 1995-1999," MMWR, April 11, 2002.
5. Campaign for Tobacco-Free Kids, 2004.

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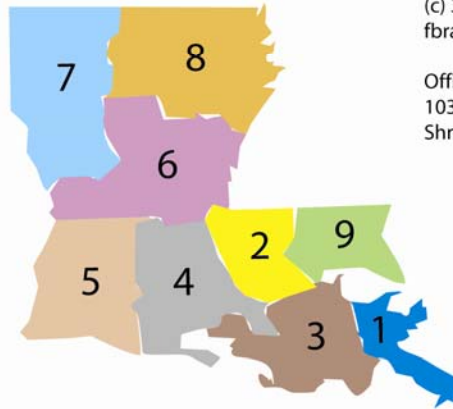
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# Community Grant Recipients by TFL Region

## Region 1

Tulane Community Center of New Orleans  
Nikki's Foundation  
Women With A Vision, Inc  
Young Audiences  
Jefferson Youth Foundation, Inc.  
St. John #5 Baptist Church Camp ACE  
Vietnamese Initiatives in Economic Training  
Micro-Enterprise Institute, Inc  
Reap LLC  
Lewis partnership  
T.H. Brown/EE Tutt Educational Foundation  
Mount Hermon Baptist/Health & Wellness Ministry

## Region 2

Greater Baton Rouge Community Clinic  
Baton Rouge Sickle Cell Anemia Foundation  
Parent and Child Enrichment program  
Greater Baton Rouge Health Forum  
St. Anthony of Padua/Le Van Phung Youth Ministry  
Greater King David Baptist Church  
City of Baker School District  
DHCI career institute

## Region 3

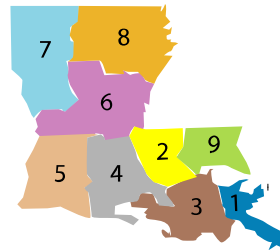
St. Mary Community Action Agency  
Peer Assistance/ Nicholls State Univ.  
Dulac Community Center  
Lafourche Prevention Partnership/Bayou Council Alc  
St. Charles Parish Public Schools Prevention Servi  
St. Mary Parish School Board Safe Drug Free School  
Providence Christian Academy

## Region 4

Lafayette Community Action Agency (SMILE)  
Acadiana Sickle Cell Anemia Foundation  
Community Resources  
N.P. Moss Boys & Girls of H.O.P.E  
After Class Enrichment Program (ACE)  
Champions International  
Merinda Aubrey, Mary Joseph, Helen Wiltz  
Parks Community Support Services  
Joubert Partnership

## Region 5

Southwest Louisiana Sickle Cell Anemia  
Health Enrichment Network  
Cameron Community Action



## Region 6

Christus St. Frances Cabrini School Based health  
Avoyelles Council on Aging  
LSU Ag Center  
Central LA Area Health Education (AHEC)  
Volunteers of America North Louisiana  
Zeta Lambda Omega Chapter, Inc  
Concord Youth and Adult Community Association  
Aftercare Ministries

## Region 7

Centenary College of Louisiana  
Shreveport Opera Xpress  
Hilman House  
Family Life Community Development Corp  
The Extra Mile Region VII, Inc  
Northwest LA Community Development Corp  
Shreveport Black Nurses Association  
Macedonia Community Development Corp  
Girl Scouts Pelican Council

## Region 8

Louisiana Cancer Foundation  
LA Tech college - Delta Ouachita SGA  
Northeast LA sickle Cell Anemia Foundation  
West Carroll Safe & Drug-free Volunteers; WCPIP

## Region 9

Regina Coeli Child Dev. Center Lacombe/Mandeville  
Livingston Parish Govt/Shady Bower Church  
LSUHSC/Bogalusa Medical Center  
Prevention Connection  
PRIDE of St. Tammany  
Elizabeth Hoover/BR Nurses Society  
Rev. Lloyd Washington and partners  
Dr. Theodore Robinson Educational Foundation  
Karla Cormier and Partners  
Tangipahoa Advocates for Risk Free Living  
Louisiana Technical College Hammond



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