

The Louisiana Campaign for
TOBACCO-FREE
L I V I N G

mission

Through dedication, resourcefulness, ingenuity and a commitment to diverse partnerships, The Louisiana Campaign for Tobacco-Free Living develops, implements and evaluates a well-coordinated and evidence-based statewide tobacco control program focused on the prevention and cessation needs of Louisiana's citizens.



together, we can make tobacco-free living a reality.

The leading cause of death in the United States claims over 435,000 lives each year—all from diseases related to tobacco use. 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 helping to free the people of Louisiana from tobacco's deadly addiction. 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.



our aims are true

Ongoing strategic planning sessions with nationally recognized tobacco control planning consultants have helped TFL identify and prioritize its 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.

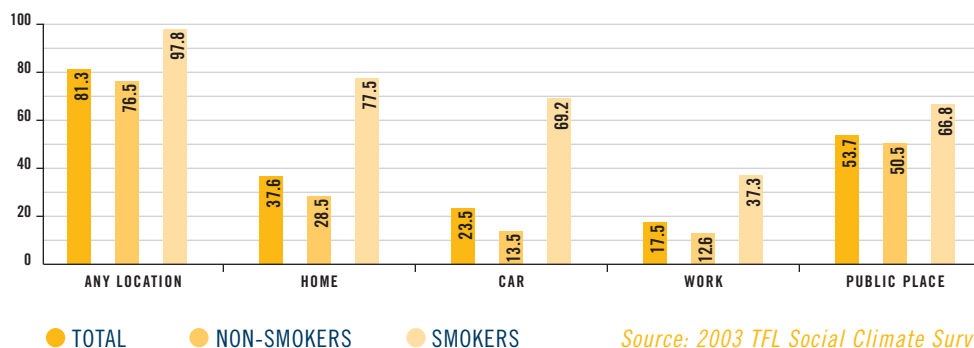
It is the responsibility of the TFL Scientific Advisory Board to review the plans and make recommendations. The Board, comprised of national tobacco control experts, endorses the program goals and makes strategic recommendations. As a result of these careful processes, *decreasing exposure to secondhand smoke* has been selected as the program's primary focus.

secondhand smoke: the price we all pay

TFL's primary purpose is to end the human suffering inflicted by tobacco. It's a promise to Louisiana that doesn't 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.

Here's a sobering notion. 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.

past week secondhand smoke exposure



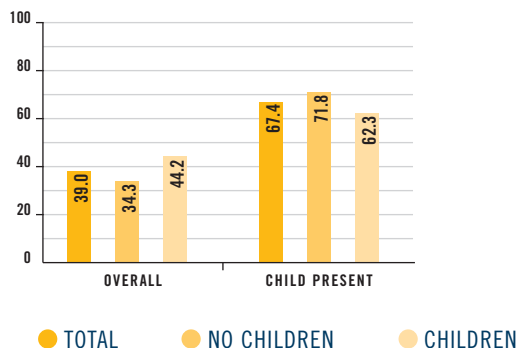
Source: 2003 TFL Social Climate Survey

- On average, children under 11 have more than twice the level of metabolized nicotine in their blood as nonsmoking adults.
- In children, secondhand smoke triggers bronchitis, pneumonia and asthma.
- 2,086 cigarettes are consumed per year for each man, woman, and child in Louisiana.

Source: U.S. Centers for Disease Control and Prevention

And too often it's the children who suffer for their parent's addiction. More than half of the households in which children live with a smoker allow smoking in some or all parts of the home. Even worse, smoking is restricted around children in less than two-thirds of these homes.

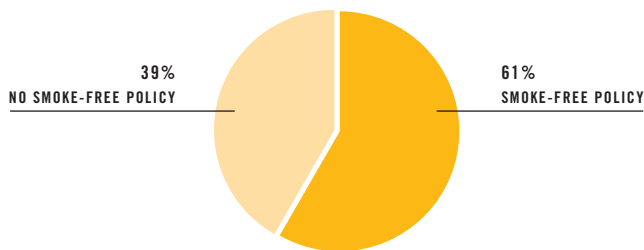
smoking bans in households with smokers



Source: 2003 TFL Social Climate Survey

Despite some progress in the workplace, too many Louisianians are subjected to the risks of secondhand smoke on the job. More than one-third of Louisiana residents reported that smoking is allowed where they work. Incidentally, men and African-Americans are significantly less likely to be employed in a smoke-free environment.

workplace policies



Through the thoughtful allocation of advertising, public relations, grassroots marketing and community outreach programs, TFL is focusing its statewide effort to reduce the exposure of Louisianians to secondhand smoke. TFL offers grants to community groups interested in starting programs that educate citizens about the dangers related to second-hand smoke. It's all part of TFL's comprehensive plan to protect Louisiana from the deadly threat tobacco poses. The strategies are as follows:

- Educate the public about the dangers of secondhand smoke
- Encourage voluntary smoke-free environments at work, home and in the car
- Urge restaurants to go smoke-free
- Compel all non-smokers to avoid smoke-filled environments

Source: 2003 TFL Social Climate Survey



something has to be done something is being done

The human and economic burden of tobacco-related diseases on Louisiana must be lifted. With its focus set, TFL is implementing an aggressive program designed to combat the addiction, illness, premature death and excess medical costs caused by tobacco use.

media campaign

TV commercials covering such topics as the dangers of secondhand smoke, the health consequences of smoking and the benefits of quitting smoking are being used to reach millions of citizens. The TFL radio campaign continues to bring to light important facts about the burden of tobacco and tobacco-related diseases on state resources. The campaign is thoughtfully prepared and planned each year to bring TFL's message to millions of people in the state's major media markets.

public relations

TFL's primary publicity goals are to educate the public about the dangers associated with secondhand smoke and to become a primary media resource across the state. Through ongoing media relations, localized events, statewide media tours and guerrilla tactics, TFL's ongoing efforts are resulting in radio and television interviews and print articles statewide.

program sponsorship

As an active sponsor and partner, TFL supports community activities that have local, regional and statewide impact. To help gain support for the movement on the grass-roots level, TFL sponsors events in Louisiana on a continual and ever-expanding basis.

tobacco summit

This annual Louisiana event is designed to bring together hundreds of people representing different organizations and offices across the state. TFL is carefully laying the groundwork that will enable the summit to continue to expand its role as a true collaborative statewide effort dedicated to ending the devastating effects of tobacco.

social climate survey

A random, digit-dial telephone survey was conducted among a representative sample of adults from each region in Louisiana to gauge attitudes about tobacco use throughout the state. Responses to questions related to behaviors and beliefs were gathered to inform TFL on the number of adults who live in smoke-free homes, support smoke-free workplace policies and support local ordinances restricting smoking.

teambuilding

Recruitment for positions at TFL has been careful and deliberate, with an emphasis on obtaining only the most qualified candidates. TFL's highly qualified staff brings expertise in community capacity and organization, evaluation, grants management and media/public relations to the organization.

- Approximately 53,000 Americans die each year due to coronary heart disease, cancer and AIDS caused by secondhand smoke.
- One-third of Louisiana workers aren't protected by smoke-free policies.
- 6,400 adults in Louisiana die each year from smoking.

Source: U.S. Centers for Disease Control and Prevention

steering committee

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- No other state has a higher rate of cancer deaths than Louisiana.
- 107,000 kids now under 18 in Louisiana will die prematurely from smoking.
- Every year, tobacco use costs Louisiana \$1.2 billion in direct medical expenditures, raising the cost of health insurance for everyone.

Source: U.S. Centers for Disease Control and Prevention

tobaccofreeliving.org

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