

2006 - 2007 annual report



The Louisiana Campaign for Tobacco-Free Living envisions a healthier Louisiana through 100% tobacco-free living.

OUR MISSION

To implement and evaluate comprehensive tobacco control initiatives that prevent and reduce tobacco use and exposure to secondhand smoke.

OUR GOALS

- To eliminate exposure to secondhand smoke
- To prevent initiation of tobacco use among youth
- To promote tobacco cessation among youth and adults
- To identify and eliminate tobacco-related health disparities
- To facilitate effective coordination of all tobacco prevention and control initiatives throughout the state of Louisiana

OUR GUIDING PRINCIPLES

To support its mission and goals, The Louisiana Campaign for Tobacco-Free Living follows these Guiding Principles:

- Collaborative Leadership
- Community Mobilization
- Comprehensive, Coordinated, and Integrated Programming
- Evidence-Based, Data-Driven Decision Making
- Health Equity and Social Justice
- Information and Technology Transfer
- Institutional and Organizational Capacity-Building and Enhancement
- Population-Level Focus
- Public Health Policy and Environmental Change
- Strategic Thinking
- Targeted Evaluation



YEAR IN REVIEW

Letter from the Director

2007 was a banner year both for The Louisiana Campaign for Tobacco-Free Living (TFL) and the citizens of Louisiana. The year kicked off with a bang on January 1, when The Louisiana Smoke-Free Air Act went into effect, eliminating smoking in most public places and allowing communities the power to pass local ordinances that are even stronger than the statewide law. TFL worked in concert with the Coalition for a Tobacco-Free Louisiana for several years to get the law passed. Now that the legislation is in effect, TFL will continue to concentrate considerable effort on overseeing the successful implementation and compliance with the law and also on making sure the law is not weakened, which was a real threat during the 2007 legislative session.

One of the best stories to tell about The Louisiana Smoke-Free Air Act is how enthusiastically it has been received in all corners of the state. The law has been embraced by a majority of citizens and lauded by businesses, even the restaurants that have been most directly affected by it. The Louisiana Office of Alcohol and Tobacco Control has reported that 95 percent of the state's restaurants are complying with the law in their establishments, and TFL research shows that 81 percent of the state's registered voters support the fact that smoking is no longer allowed in restaurants.

Perhaps that's because the law has had such a dramatic and measurable impact on air quality. A study of indoor air quality in restaurants and bars showed that Louisiana restaurants had eight times more indoor air pollution prior to enactment of the law than they do today. Drastic changes in air quality mean that employees benefit from safer and healthier work environments, and children and those afflicted with respiratory conditions can safely enjoy dining out.

That same study also compared the indoor air quality of restaurants that are now smoke-free with bars that still allow smoking. Again, the results are striking. Indoor air pollution levels are 91 percent lower on average in smoke-free restaurants than in bars where smoking is still allowed. According to the Centers for Disease Control, rooms filled with secondhand smoke have up to six times the air pollution as a busy highway.

The Louisiana Smoke-Free Air Act has not just been effective in improving indoor air quality. It is also credited with encouraging greater numbers of smokers and tobacco users to stop using tobacco products. Since the law went into effect, more than 7,500 tobacco users across the state have sought counseling and information about quitting with calls to The Louisiana Tobacco Quitline, 1-800-QUIT-NOW. In fact, Louisiana boasted the highest number of intake calls among American Cancer Society-managed quitlines from January through October 2007, and ranked 4th out of 13 participating states in the number of completed counseling sessions during the same timeframe.

In addition to 1-800-QUIT-NOW, The Louisiana Campaign for Tobacco-Free Living and the Louisiana Tobacco Control Program provided cessation services across Louisiana, including group counseling in collaboration with the American Lung Association's Freedom from Smoking Clinics and the Mary Bird Perkins Cancer Center. The Tobacco Control Initiative (TCI) also offered tobacco cessation resources and counseling services within public hospitals throughout Louisiana that combined behavioral counseling, social support, and pharmacotherapy to assist patients in their efforts to quit tobacco use. These proven, successful efforts will continue this year and into the future.

One of the little publicized but extremely important components of The Louisiana Smoke-Free Air Act is that it grants local governments the power to pass smoke-free air laws of their own that are even stronger than the state law. Of the 16 communities in the state with smoke-free ordinances, eight are currently stronger than the state law. Studies show that exposure to secondhand smoke can raise nonsmokers' risk of developing coronary heart disease by 25-30 percent. Tens of thousands of nonsmokers die each year from cardiovascular disease caused by secondhand smoke. TFL will continue its local efforts to develop and implement comprehensive smoke-free legislation that protects all Louisiana workers.

In the months ahead, TFL will continue to build awareness in local communities about how to comply with The Louisiana Smoke-Free Air Act and their newfound powers to protect all workers from secondhand smoke through local policies. With the great work and support of our staff, partners, grantees, and communities we will further develop and expand programs aimed at making a healthier, tobacco-free Louisiana.

Sincerely,



Ashley Ross, MPH
Director

TFL GOALS AND PROGRESS

Setting the Bar and Achieving Results

Fiscal Year 2006-2007 (FY 06/07), the period beginning July 1, 2006 through June 30, 2007, was one of the most productive and meaningful years yet for The Louisiana Campaign for Tobacco-Free Living (TFL). The progress made toward meeting the organization's goals and objectives reflects just how far TFL has come in a relatively short period of time. TFL has five goals, which it shares with the Centers for Disease Control and Prevention (CDC) Office of Smoking and Health, as well as with most established tobacco control programs in the U.S. TFL made great strides turning these goals into accomplishments. Below are some of the past year's highlights:

GOAL 1

To prevent initiation of tobacco use among young people

OBJECTIVES

- Increase knowledge of, improve anti-tobacco attitudes towards, and increase support for policies to reduce youth initiation
- Reduce tobacco industry influence
- Reduce susceptibility to experimentation with tobacco products
- Reduce initiation of tobacco use by young people
- Reduce tobacco prevalence among young people
- Increase price of tobacco products



PROGRESS TO DATE

In FY 06/07, TFL made significant progress in reaching youth who are likely to start smoking. To that end, TFL:

- Successfully recruited 3,300 youth to participate in programs like Media Sharp, a media literacy intervention targeting young people
 - Worked with the Council on Alcohol and Drug Abuse to obtain smoke-free pledges from 1,100 young people in the state
 - Increased the number of Community Program Grants statewide from 17 to 23 awards
 - Developed a new youth advocacy initiative to reach 11-17 year olds
 - Created a new statewide tobacco-free college initiative to reach 18-24 year olds
-

GOAL 2

To eliminate nonsmokers' exposure to secondhand smoke

OBJECTIVES

- Increase knowledge of, improve attitudes towards, and increase support for the creation and active enforcement of tobacco-free policies
- Create tobacco-free policies
- Comply with tobacco-free policies

PROGRESS TO DATE

The most important accomplishment of the year was the successful implementation of The Louisiana Smoke-Free Air Act on January 1, 2007. Implementation efforts focused on ensuring that local law enforcement agencies, businesses, schools, and restaurants were aware of the requirement to comply and their responsibility for compliance. TFL tracked all partner and grantee statewide activities related to implementation of the law. Examples of implementation efforts included:

- Coordination and facilitation of 22 Community Roundtables statewide for businesses, schools, restaurants, and law enforcement agencies
- Development of a toll-free telephone number accessible to the public where information is available and questions are answered
- Development of a media campaign that generated more than 190 neutral-to-positive earned media placements and five million impressions, worth an estimated \$450,000 in free publicity

In another positive development, formative research shows that public support for the law remains exceptionally high.

- Nearly 78 percent of registered voters favor The Louisiana Smoke-Free Air Act
- Of the 16 Louisiana communities that enacted local smoke-free air ordinances, eight have ordinances in place that are stronger than the state law

Air quality in Louisiana restaurants has drastically improved due to the overwhelming compliance with The Louisiana Smoke-Free Air Act.

- Restaurants that allowed smoking before the law had eight times as much indoor air pollution as they do now
 - Restaurants now have 91 percent less air pollution than bars, where smoking is still permitted
-

GOAL 3

To promote quitting tobacco among adults and young people

OBJECTIVES

- Establish or increase use of cessation services
- Increase awareness, knowledge, intention to quit, and support for policies that support cessation
- Increase the number of health care providers and health care systems following Public Health Service Guidelines
- Increase insurance coverage for cessation services

PROGRESS TO DATE

The numbers reflect the success TFL has had in the cessation arena. A total of 15,468 patients were referred to The Tobacco Control Initiative (TCI) of the state-run hospital system for cessation services. Of these:

- 7,753 received instructional self-help materials
- 2,696 received a cessation medication
- 993 received group behavioral counseling

In addition, 7,390 Louisiana tobacco users turned to the Louisiana Tobacco Quitline for confidential cessation counseling. As a result:

- 943 pregnant smokers were counseled on cessation
- 421 smokers participated in Freedom From Smoking programs within a group counseling session

What's more, in 2006, 54.7 percent of adult smokers in Louisiana made at least one attempt to quit smoking. Of all Louisianans who have ever smoked regularly, 51.8 percent have succeeded in quitting.

GOAL 4

To identify and eliminate tobacco-related health disparities

OBJECTIVE

- Establish and implement a comprehensive, statewide plan to address tobacco-related health disparities

PROGRESS TO DATE

FY 06/07 was an important year in the effort to eliminate tobacco-related health disparities. TFL partnered with the Louisiana Department of Health and Hospitals' Louisiana Tobacco Control Program (TCP) to convene a diverse group that is working on a plan to identify and eliminate tobacco-related health disparities. In FY 06/07:

- A coalition was formed
- A strategic plan was adopted
- The coalition achieved representation from the state's nine public health regions, and also from all the groups that bear an excessive burden of tobacco-related morbidity and mortality

GOAL 5

To facilitate effective coordination of all tobacco prevention and control initiatives throughout Louisiana

OBJECTIVE

- Establish, strengthen, and/or maintain statewide collaborative working groups

PROGRESS TO DATE

Statewide coordination is a complex process and TFL made significant strides toward this goal during FY 06/07. The first phase of the strategic alignment of Louisiana's two tobacco prevention and control programs – TFL and the Louisiana Department of Health and Hospitals' Louisiana Tobacco Control Program – was successfully completed. Additionally, 92 organizations were recruited to join Regional Comprehensive Cancer and Tobacco Prevention and Control Coalitions throughout the state.



PROGRAMMATIC STRUCTURE

Putting Words into Action

Overview: Administrative Core/State-Level Coordination

During FY 06/07, TFL continued to make great strides in:

- Building strategic partnerships
- Further solidifying TFL's infrastructure, roles, and systems
- Cultivating synergy between TFL and LPHI programs
- Increasing accountability of TFL, its contractors, grantees, and partners
- Incorporating more evidence-based practices and data-driven decisions into all programs



Strategic Alignment with the Louisiana Tobacco Control Program

Next to the successful implementation of The Louisiana Smoke-Free Air Act, the strategic alignment of TFL and the Louisiana Department of Health and Hospitals' Tobacco Control Program (TCP) was the most notable accomplishment of FY 06/07. Essentially, the two organizations joined forces for the first time, forming a true partnership in order to sustain and maximize the impact and efficiency of Louisiana's tobacco prevention and control efforts. Together TFL and TCP developed a unified program with a single strategic vision and work plan. Today, Louisiana is one of only 11 states with more than one major tobacco prevention and control program.

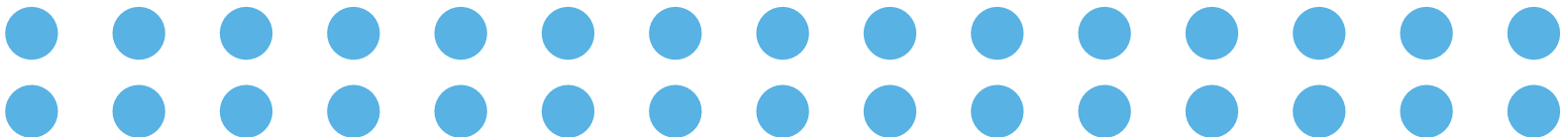
With the help of a facilitator and input from key members of both organizations, TFL and TCP came up with a three-step process for aligning their programs. Phase 1 is already under way and will continue through FY 07/08. In the future, the programs will continue to:

- Monitor and evaluate the successes and challenges of the implementation and adapt accordingly
- Prepare for the second phase of the alignment
- Leverage the tobacco integration process towards larger integration opportunities in chronic disease prevention

Together, The Louisiana Campaign for Tobacco-Free Living and Louisiana Tobacco Control Program are working to create a healthier 100% tobacco-free Louisiana.

TFL Working Groups

Each of the seven TFL components includes at least one working group, led by a dedicated TFL staff member. The purpose of these groups is to ensure that the various components, as well as external partners and collaborators, are all working toward a shared vision. Eventually, TFL and TCP will work to transform all such groups and supporting partners into a Statewide Tobacco Control Coordinating Council that will work as a team to develop, implement, and evaluate all aspects of a virtual, unified tobacco control program for the entire state.



Current TFL working groups and their corresponding components are:

TFL Working Group	Corresponding TFL Component
Scientific Advisory Board	Administrative/Core
Steering Committee	Administrative/Core
Statewide Disparities Coalition	Administrative/Core
Coalition for a Tobacco-Free Louisiana (CTFLA)	Policy and Advocacy
Spirit Initiative	Community Capacity and Mobilization
Louisiana Tobacco Cessation Consortium (LTCC)	Cessation Services
Tobacco Control Media Working Group	Media and Communications
Evaluation and Research Working Group	Evaluation and Research

TFL Advisory Bodies

TFL is fortunate to have two major bodies that play prominent roles in guiding and leading the organization: the National Scientific Advisory Board and the Statewide Steering Committee, both of which are critical to TFL's ongoing development and success.

The **Scientific Advisory Board** is comprised of tobacco prevention and control experts from throughout the U.S., who bring tobacco control expertise to the state. This board meets annually to review the progress and challenges of the previous fiscal year, and to make recommendations for the coming fiscal year. Its guidance is focused largely on maintaining TFL's grounding in best practices.

The statewide **Steering Committee** is comprised of multidisciplinary representatives from Louisiana who serve as experts in the state. This committee formally meets as a group at least twice a year. Its guidance is largely focused on applying the proven successful practices of tobacco control to Louisiana.

In addition to the Scientific Advisory Board and the Steering Committee, TFL contracts for tobacco control expertise through Dr. Vivien Carver, the former head of TFL's sister program, the Partnership for a Healthy Mississippi.



TFL Staffing

TFL works diligently to ensure appropriate representation of and dedication to the communities and components it serves.

Director:

Ashley Ross, MPH

Associate Director:

Rosalind Stewart, MA, CHES

Program Manager,

Cessation Services:

Mary Kuntor, MPH

Program Manager,

Grants and Contracts:

Tonia Moore, MSHCM

Program Manager,

Policy and Advocacy:

Carrie Griffin Broussard, MPA

Program Assistant:

Monique Elwood

Make Yours a Fresh Start Family

Program Coordinators:

Sharon Lair, MA

Tamanna Patel, MPH

Evaluation and Research:

Katie Sellers, DrPH

Lisanne Brown, PhD

Media and Communications:

Jason Melancon

Sherry LeCocq

Information Technology:

Benjamin Reece

Robert Habans, MS

Regional Coordinators:

Region 1: John Butts, MPH

Region 2: Pam Malveaux

Region 3: Tante Chatman, MPH

Region 4: Greg David

Region 5: William Mayo, M ED

Region 6: Jennifer Pearce, MSW

Region 7: Feamula Bradley, M ED

Region 8: Jackie Walden

Region 9: Cheryl Klein, CPS

POLICY AND ADVOCACY

Walking the Walk

TFL's Policy and Advocacy efforts during FY 06/07 were focused on leading the statewide coordination efforts for implementing The Louisiana Smoke-Free Air Act and ensuring that the law was not weakened during the 2007 Legislative Session.

All implementation efforts were done in conjunction with the Coalition for a Tobacco-Free Louisiana (CTFLA), which is comprised of the major tobacco control partners including:

- American Cancer Society (ACS)
- American Heart Association (AHA)
- American Lung Association (ALA)
- Louisiana Department of Health and Hospitals' Tobacco Control Program (TCP)
- Louisiana Comprehensive Cancer Control Program (LCCCP)
- Louisiana Office of Public Health (OPH)

Implementation efforts focused on ensuring that businesses, schools, restaurants, and local law enforcement agencies were aware of the requirement to comply and their responsibility for enforcement.

With the passage of Act 815 came the total repeal of pre-emption, thereby giving local communities the opportunity to enact smoke-free ordinances stronger than statewide law, which exempts freestanding bars and casinos. TFL continues to support efforts to strengthen smoke-free air policies in communities across Louisiana.

During the 2007 Legislative Session, two bills were filed in an attempt to weaken Act 815. TFL, in partnership with CTFLA partners, worked diligently to ensure that Act 815 was not weakened by:

- Engaging in a comprehensive media campaign
- Coordinating and facilitating regular CTFLA conference calls
- Organizing a statewide Letter to the Editor campaign with staff, partners, and grantees

During the session, TFL and its statewide partners organized a trip to the Capitol with dozens of children from throughout the state in recognition of World No Tobacco Day. On that same day, State Senator Chris Ullo, D-Marrero, was recognized for his work in youth tobacco prevention and tireless efforts to ensure that funding and manpower were available across the state to perform compliance checks on underage sales of tobacco to minors.

"What a difference a year makes. Air quality in restaurants across the state has improved significantly and Louisiana smokers and tobacco users are getting the message that there is no better time than now to quit. The Louisiana Smoke-Free Air Act is not only a breath of fresh air, it's a breath of healthier air!"

– Matthew Valliere, MPA
DHH Louisiana Tobacco Control Program

"All workers deserve protection from the deadly toxins and cancer-causing particles in secondhand smoke. Thanks to The Louisiana Smoke-Free Air Act, local governments now have the power to pass smoke-free air laws that are even stronger than the state's law. Our work to raise awareness in local communities about proper compliance with The Louisiana Smoke-Free Air Act and the power municipalities now have to protect all workers from secondhand smoke is more important than ever."

– Feamula Bradley, MED
TFL Regional Coordinator

COMMUNITY CAPACITY AND MOBILIZATION

Motivating Communities

TFL cultivates regional tobacco prevention and control initiatives throughout the state and improves the ability of local communities to promote tobacco control from within. This is primarily done through TFL's nine Regional Coordinators, nine Regional Tobacco/Comprehensive Cancer Coalitions, Community Program Grants, and the Louisiana Public Health Institute's (LPHI) Center for Community Capacity.

Community Program Grants

In FY 06/07, TFL awarded Community Program Grants totaling nearly \$300,000 to 23 community-based nonprofit organizations. Community Program Grants are part of TFL's broad-reaching effort to reduce youth tobacco use, bring attention to the tobacco industry's deceptive marketing tactics, and raise awareness of the health effects of secondhand smoke exposure.

Community Program Grant applications are systematically reviewed and awarded through a five-step process that includes:

- Technical Review by TFL staff
- Primary Review by Committee comprised of non-TFL LPHI Staff and Community Experts
- Secondary Review by TFL Leadership Team
- Best and Final Offer Calls
- Submission to TFL of Revised Applications for Awards

Once grantees are selected, each is required to conduct the following four activities:

- Implement one of three Evidence-Based Interventions focusing on youth prevention
- Support TFL's statewide tobacco prevention and control movement through coalition activities including statewide events and tobacco industry monitoring
- Attend three LPHI Center for Community Capacity trainings
- Complete four Letters to the Editor and generate press releases pertaining to their grant and subsequent activities

TFL Community Program Grantees for FY 06/07 included:

Jefferson Youth Foundation
YOUTHAnasia Foundation
Health Care Centers in Schools
Baton Rouge Sickle Cell Anemia Foundation
Louisiana Youth Prevention Services – Regions 4, 5, and 6
Community Resources, Inc.
Acadiana Sickle Cell Anemia Foundation
Southwest Louisiana Sickle Cell Anemia Foundation
Sickle Cell Disease Association of America, NWLA
Macedonia Community Development
Extra Mile, Region VII, Inc.
West Carroll Safe and Drug-Free Volunteers, Inc.
ADAPT, Inc.
Tangipahoa Alcohol & Drug Abuse Council

LPHI's Center for Community Capacity

In FY 06/07, LPHI's Center for Community Capacity (CCC) played a key role in increasing the capacity of TFL grantees and contractors. To this end, TFL and CCC developed and led a series of trainings on program evaluation, public relations and media, and advocacy. Each grantee and contractor sent up to two representatives to each training.

Spirit Initiative and Regional Coalitions

The Community Capacity and Mobilization Component currently has one working group, the Spirit Initiative. This group is jointly led and coordinated by TFL, American Cancer Society, and Louisiana Comprehensive Cancer Control Partnership. The Spirit Initiative is the lead body for each of the state's nine regional Tobacco and Cancer Prevention and Control coalitions and ensures statewide coordination of regional and local efforts.

In FY 06/07:

- TFL Regional Coordinators attended more than 200 Regional Coalition meetings.
- Nearly 100 organizations became new members of Regional Coalitions. These include hospitals, health care providers, government entities, and faith-based organizations.



STATEWIDE INITIATIVES

Taking Our Goals Statewide

Historically Black Colleges and Universities (HBCU) Diversity Initiative

The HBCU Diversity Initiative continued making great strides in FY 06/07. Specifically:

- Dillard University and Grambling State University extended their contracts through June 2007 in an effort to reduce the prevalence of tobacco use and secondhand smoke exposure in their college communities.
- **Dillard University** hosted two campus-wide promotional events and a guest lecture, posted articles in the campus newsletter, engaged student groups in the effort, participated in a site visit by TFL Grants and Contracts Manager, and attended other related meetings. Additionally, the Dillard HBCU Initiative Principal Investigator presented at two major conferences.
- **Grambling State University** continued to increase its education and awareness through the distribution of information on tobacco use and different racial/ethnic groups, hosted Kick Butts Day activities, manned an informational table at the annual "Tiger Fest," supported campus organizations in hosting tobacco-free related events, and promoted the Louisiana Tobacco Quitline.

Partnership Awards

Partnership Awards were designed for individual nonprofit organizations or networks with a regional or statewide focus. During FY 06/07, TFL funded five Partnership Awards at a level of \$100,000 to \$125,000 each. All Partnerships showed tremendous progress in reaching their goals for year two of the three-year awards.

Council on Alcohol and Drug Abuse (CADA) – Surpassed its goals of reaching 1,500 students and collecting 1,000 smoke-free pledges; served 70 cohorts in various schools; and continued to work with diverse populations while supporting TFL events and programs.

Louisiana Rural Health Association (LRHA) – Created a survey to collect data that will assist health care facility administrators in knowing what to expect from their staff when implementing smoke-free policies; achieved smoke-free policies with six rural health facilities; implemented cessation services with seven facilities; and developed designated area policies with six additional facilities.

Louisiana State University/Southern University (Smoking Words) – Continued to place ads in their campus newspapers and Web sites to educate their campus communities about the dangers of smoking and secondhand smoke. Both campuses conducted focus groups and collected data on smoking prevalence among their students.

Mary Bird Perkins Cancer Center (MBP) – Conducted outreach efforts and health screenings throughout the state, and reached more than 2,500 individuals with tobacco prevention and cessation educational materials. Additionally, MBP continued to educate the general public and recruit smokers for cessation through radio and print ads.

Southwest LA Health Education Center (SWLAHEC) – Worked diligently with the colleges and universities in their service area and with their Youth Council to promote tobacco prevention and control. SWLAHEC also conducted TV interviews, participated in the planning of several TFL statewide events, and hosted a tobacco prevention and cessation week in various high schools.



CESSATION SERVICES

Helping Tobacco Users Quit

It is estimated that 70 percent of current smokers want to quit smoking completely, yet only five to seven percent are able to quit each year. TFL targets this population with a comprehensive approach that employs phone counseling, one-on-one and group counseling, provider education, and systems changes.

Tobacco Control Initiative

TCI is a unique private-public-academic partnership with the LSU School of Public Health in conjunction with the Louisiana public hospital system. In 2007:

- More than 10,500 patients within the public hospital system received cessation services.
- More than 200 health care providers were trained to treat patients who use tobacco, and were also taught how to use TCI protocols to access services for those patients.
- Pharmacies at selected state hospitals began stocking cessation medications and made them available to free-care patients who qualified.



Louisiana Tobacco Quitline 1-800-QUIT-NOW

The Louisiana Tobacco Quitline (1-800-QUIT-NOW), funded by TFL and administered by the American Cancer Society, offers free, evidence-based, individualized, and proactive tobacco cessation counseling to any Louisiana resident age 13 and above, regardless of age, insurance status, or other eligibility requirements. Callers who are ready to quit can receive five phone counseling sessions from a trained cessation counselor. Callers, including family and friends or tobacco users, may also call the Quitline at any time for general information. The Quitline also promotes and makes referrals to other TFL cessation programs.

In FY 06/07:

- The Quitline launched a special campaign, offering a four-week supply of free NRT (nicotine replacement therapy) to all Louisianans who called within a four week period and registered for phone-based counseling.
- The campaign yielded a record-breaking number of new callers – more than 4,700 during the four-week period alone.
- The Quitline piloted a fax referral program, Fax-To-Quit Louisiana, which links patients directly to the Quitline via their provider.



Freedom From Smoking Clinics

TFL contracts with the American Lung Association to provide group cessation counseling for Louisiana residents through its Freedom From Smoking clinics. Most programs are free, or charge a minimum fee. The clinics are located in schools, health care facilities, and worksites throughout the state.

Freedom From Smoking clinics provide up to eight sessions over a five-to-eight week period. Participants receive special attention to help them develop individual quit plans, deal with recovery symptoms, control weight, learn about available medications, manage stress, and learn how to fight urges to start smoking again.

Make Yours a Fresh Start Family

TFL's Make Yours a Fresh Start Family program educates and trains physicians and other health care professionals to help mothers-to-be and mothers with young children quit smoking. This provider-initiative intervention targets women at a time when they are most willing to quit. Using the 5As approach, providers learn to Ask, Advise, Assess, Assist, and Arrange. TFL provides the training under a contract with the Maternal Child Health Program of the Louisiana Office of Public Health.

In 2007:

- Nearly 3,900 prenatal women were screened for tobacco use
- More than 100 new providers were trained in the MYFSF tobacco screening tool
- 23 new facilities received the MYFSF program training

Louisiana Tobacco Cessation Consortium

Through the Louisiana Tobacco Cessation Consortium (LTCC) TFL aims to foster relationships with partners to advocate for the increased availability, utilization, and effectiveness of Louisiana's cessation services.

In 2007, TFL and the Louisiana Department of Health and Hospitals' Tobacco Control Program solidified the structure of LTCC with the development of LTCC's mission, goals, and active membership.



MEDIA AND COMMUNICATIONS

TFL's media and communication efforts strive to change awareness, attitudes, and behavior towards tobacco use throughout the state. Ongoing media campaigns are essential components of TFL's overall tobacco control program and are a combination of both paid and earned media efforts.

PAID MEDIA CAMPAIGNS

In its paid media campaign, TFL targeted the adult (age 18+) population in Louisiana with television, print, radio, and outdoor advertisements, as well as through statewide event promotions.

Television

Act 815 awareness ads ran from January through early May 2007. Ads featured kids thanking legislators from the bottom of their hearts and their lungs, a fork lift taking smoking outside the workplace, restaurant workers removing ashtrays, and "clean air time" sponsored by TFL. A New Year's resolution campaign for a smoke-free state also began running in January.



Print

Ads were created to aid implementation of Act 815 and to thank legislators. Weekly print ads were developed to uphold and defend Act 815 during the 2007 legislative sessions. Three tri-fold brochures and an implementation toolkit were produced to help businesses, restaurants, and schools implement the new smoke-free law.



Radio

A statewide radio campaign to promote the free nicotine replacement therapy pilot program offer resulted in nearly 6,000 calls to the Quitline in just six weeks.

Outdoor

Implementation and awareness of Act 815 included statewide billboards.



Statewide Event Promotions

The Great American Smokeout, in November 2006, recruited restaurant and business owners to go smoke-free prior to the January 1, 2007 enactment of Act 815. Also, statewide print ads were developed to promote Kick Butts Day and World No Tobacco Day.

Earned Media Coverage and Statewide Events

Media advocacy is one of the most effective tools for changing awareness, attitudes, and behavior towards tobacco use. Through earned media, TFL raised awareness among Louisiana residents about the facts to help them make informed decisions about smoke-free workplaces and environments, and smoking cessation.



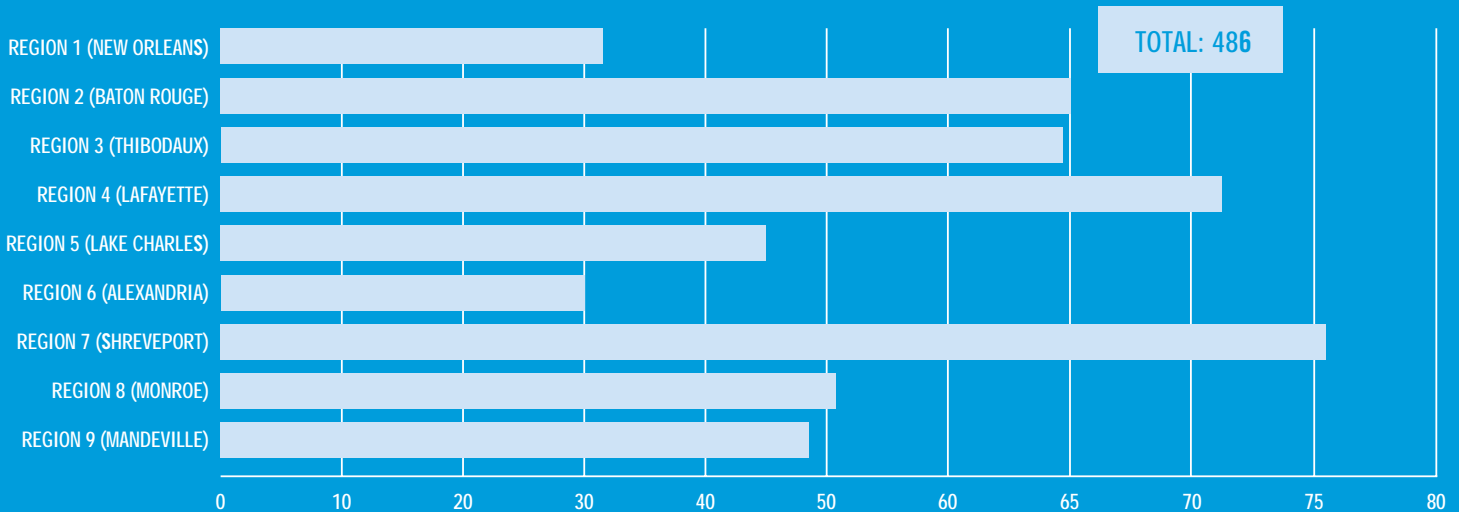
During the reporting period, TFL's earned media efforts resulted in:

Publicity Value -- \$887,946

Circulation/impressions -- 11,863,015

Total earned placements -- 486

In FY 06/07, TFL earned the following media placements:



Examples of media efforts included:

- Support of Act 815 with statewide media advocacy efforts to increase awareness and compliance generated 123 media placements statewide
- Promotion of Kick Butts Day activities statewide
- Publicity surrounding Request for Applications for TFL Community Program Grants statewide
- Development and support of World No Tobacco Day activities
- General defense of The Louisiana Smoke-Free Air Act through statewide media advocacy efforts
- Communications support materials for local city council presentations
- Promotion of the 1-800-QUIT-NOW nicotine replacement therapy offer statewide
- Announcement of Community Program Grant awards in each region

EVALUATION AND RESEARCH

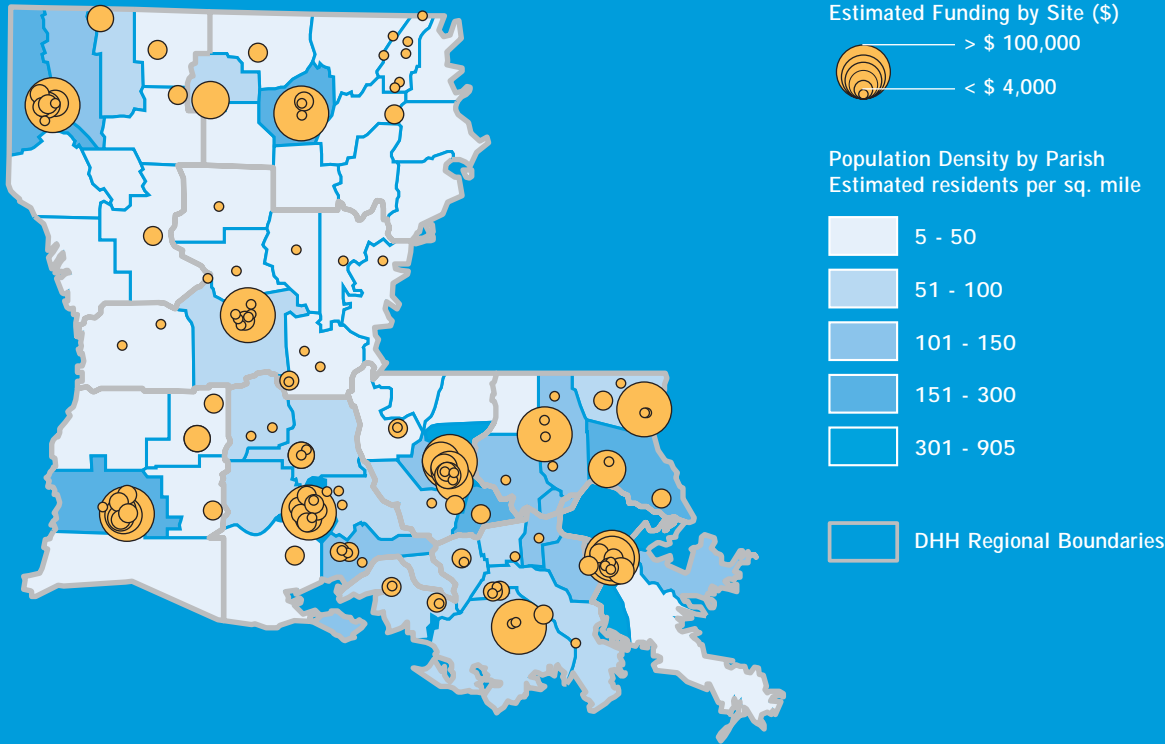
Research Means Results

TFL encourages tobacco prevention and control programs based on the best available research that follow practices with proven results and provide the best opportunity for success. To strengthen program effectiveness and value, TFL is committed to process, impact, and outcome evaluation of Louisiana tobacco prevention and control efforts.

In FY 06/07, the evaluation team developed several key ways of measuring TFL's effectiveness. TFL's evaluation and research team:

- Completed a comprehensive evaluation plan covering all five goals, and seven components and programs within TFL
- Collaborated with LSU's School of Public Health on the Louisiana Air Monitoring Study, which found that air pollution levels in restaurants that allowed smoking before the law fell from hazardous to moderate levels according to EPA standards
- Commissioned a public opinion poll to track support for The Louisiana Smoke-Free Air Act, which found overwhelming support for the existing law

Statewide Distribution of TFL Initiative Funding



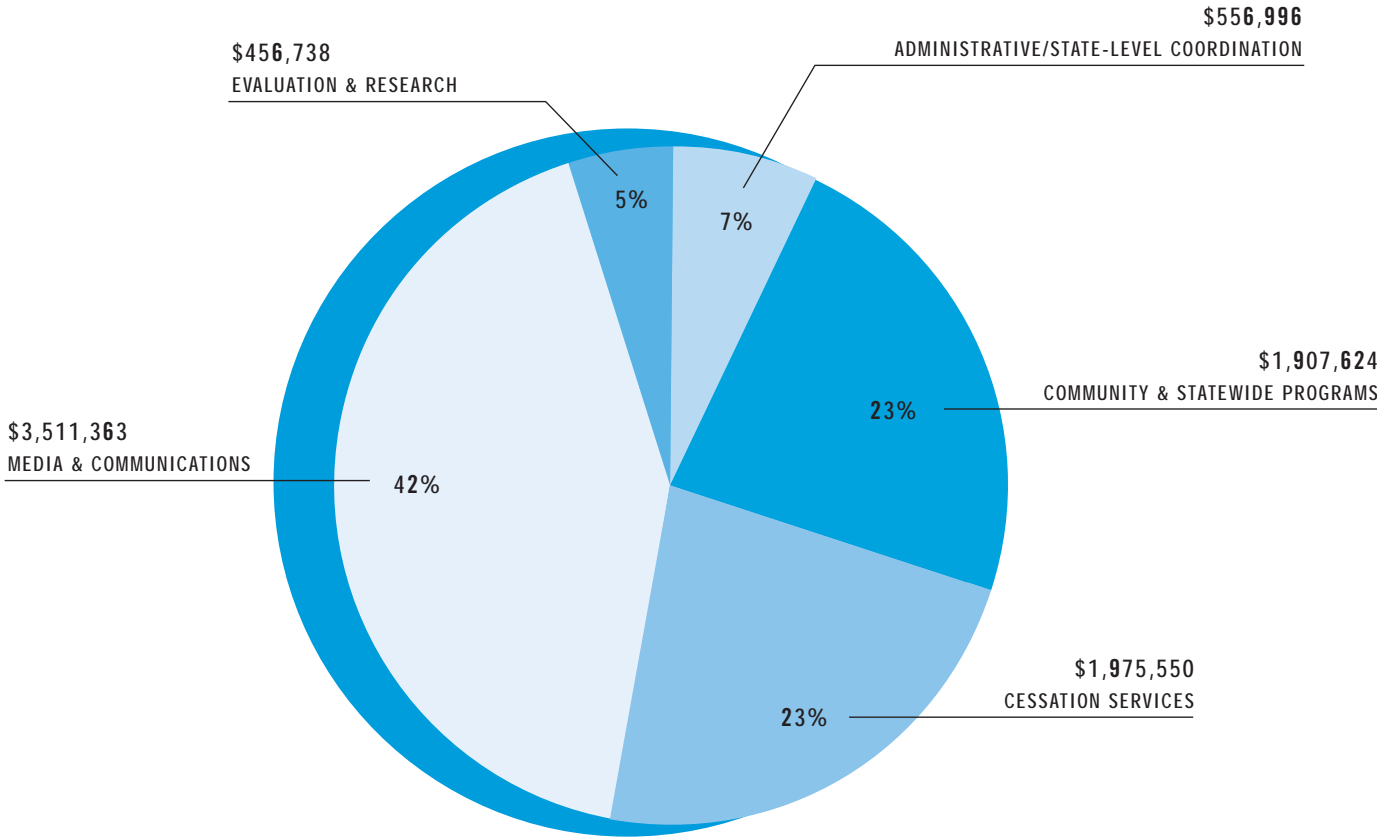
Sources: TFL, ESRI 2007/2012 Demographic Estimates

This map compares the distribution of TFL's community-level funding activities between July 1, 2006 and June 30, 2007 to 2007 parish-level population estimates. For each location, funding is symbolized in a manner that varies according to size (i.e., larger symbols indicate higher levels of funding). TFL initiatives represented by these data include Community Program Grants, Partnership Awards, the Communities of Color Network, HBCU Diversity Initiatives, the Tobacco Control Initiative, Freedom From Smoking Clinics, and Make Yours a Fresh Start Family.

FINANCIAL STATEMENT

The Louisiana Campaign for Tobacco-Free Living is funded by HB 157, Act 19 of the 2002 Session of the Legislature which allocates two cents of a state tobacco excise tax for comprehensive tobacco use prevention and cessation programs through the Louisiana Cancer Research Consortium (LCRC). In FY 06/07, TFL's appropriation from the state budget was \$7,466,912. Including the additional funds that TFL requested from its LCRC reserves, its total allocation for the year was \$8,408,271.

These funds were allocated as follows:



TFL Steering Committee

Charles L. Brown, Jr., MD, Committee Chair
*Professor of Public Health
Louisiana State University*

Honorable Martha Woodard Andrus, MST
Mayor, City of Grambling

Michael Kaiser, MD
*Associate Chief Medical Officer
Louisiana State University Health Sciences Center*

Theodore B. Callier, MA
*Assistant Vice President Research and Sponsored Programs
Dillard University*

Tom Farley, MD., MPH
*Professor and Department Chair
Department of Community Health Sciences
Tulane University School of Public Health and Tropical Medicine*

Elizabeth T.H. Fontham, MPH, DrPH
*Dean, School of Public Health
Associate Director, Stanley S. Scott Cancer Center
Louisiana State University School of Public Health*

Donna Nola Ganey
*Assistant Superintendent
Office of School and Community Support
Louisiana Department of Education*

Carolyn Johnson, PhD, NCC, LPC
*Clinical Associate Professor
Department of Community Health Sciences
Tulane University School of Public Health and Tropical Medicine*

Kathleen Kennedy, Pharm D
*Associate Dean, College of Pharmacy
Xavier University of Louisiana*

Jerry McLarty, PhD
*Professor of Medicine
Director, Cancer Prevention and Control Feist-Weiller Cancer Center
LSU Health Sciences Center – Shreveport*

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LSU Health Sciences Center – New Orleans*

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Office on Smoking & Health, CDC*



1515 Poydras Street, Suite 1200 • New Orleans, LA 70112

Phone 504-301-9800 • Toll-Free 1-866-IAM-4TFL (1-866-426-4835) • Fax 504-301-9801

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