

# 2007 - 2008 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 which prevent and reduce tobacco use and exposure to secondhand smoke.

## **OUR GOALS**

- To eliminate non-smokers' exposure to secondhand smoke
- To promote quitting among adults and young people
- To prevent initiation of tobacco use among young people
- To identify and eliminate tobacco-related health disparities
- To promote statewide coordination of all Louisiana tobacco prevention and control programs

## **OUR GUIDING PRINCIPLES**

To support its mission and goals, TFL 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 Steering Committee Chair and Director

*In Fiscal Year 2007/2008 (FY 07/08), Louisiana started to see and experience the promising results of a comprehensive, coordinated, statewide tobacco prevention and control movement. Louisiana youth came together to organize against big tobacco. College students began to take action to protect non-smokers' rights to breathe clean air on campuses statewide. Communities of Color mobilized to combat the tobacco industry presence in their neighborhoods. And Louisiana smokers sought help quitting by calling The Louisiana Tobacco Quitline – 1-800-QUIT-NOW. Together, Louisianans continued the bold effort to reduce the toll of tobacco on our state.*

*Many of The Louisiana Campaign for Tobacco-Free Living's programs have matured over the past year, demonstrating that policy and program initiatives are making a critical difference in the lives of both non-smokers and smokers in the state. The funding that we receive annually allows for long-term planning and results tracking of TFL's carefully planned prevention and cessation programs implemented primarily through policy change.*

*Chief among our policy efforts in FY 07/08 was the preservation of The Louisiana Smoke-Free Air Act, a law that is critical to the health of all Louisianans. In the 2008 session of the Louisiana legislature, we successfully defeated several attempts to weaken the law by working in concert with The Coalition for a Tobacco-Free Louisiana, partners, grantees, and key advocates.*

*To that end, TFL and the American Cancer Society visited media and lawmakers to heighten the awareness that Louisianans are breathing healthier thanks to improved air quality in Louisiana restaurants and workplaces. We increased policymakers' understanding of the correlation between smoke-free air policies and their effect on smoking, tobacco use, lives saved, and cost savings to the state. As a result of TFL's efforts as a trusted comprehensive tobacco prevention and control program and strong partnerships, The Louisiana Smoke-Free Air Act remains intact and most workers continue to be protected from secondhand smoke in most Louisiana workplaces.*

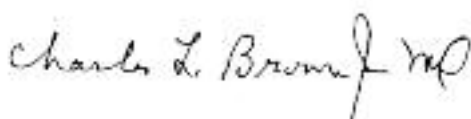
*In addition, this past year saw the introduction of many new and exciting initiatives and campaigns. With 21 Community Program Grant awards totaling more than \$500,000, organizations across the state delivered evidence-based programs aimed at reducing youth initiation. Approximately 250 Louisiana youth guided the brand development for the state's new tobacco advocacy movement for youth, Defy. Moreover, TFL helped launch the first annual Louisiana Youth Summit on Tobacco and The Louisiana Tobacco-Free College Initiative at 14 colleges and universities statewide.*

*TFL also completed Louisiana's first ever Adult Tobacco Survey (ATS) and supported the first Youth Risk Behavior Survey (YRBS)/Youth Tobacco Survey (YTS) since 2000. The YRBS and the YTS were joint efforts with the Louisiana Department of Health and Hospitals' Tobacco Control Program (TCP) and the Louisiana Department of Education. All of these data sets will help TFL further focus its prevention/cessation efforts in the future.*

*Each year the tobacco industry spends more than \$290 million in our state to promote their deadly products. By comparison, TFL was funded at approximately \$7 million last year, an amount far less than the \$53.5 million recommended by the Centers for Disease Control and Prevention (CDC) for Louisiana tobacco prevention. This funding disparity prompts us to invest our dollars carefully in community capacity building, policy change, advocacy issues, cessation programs, and social marketing campaigns.*

*In summary, FY 07/08 was a banner year for TFL. The following report outlines our many programs which require the enthusiastic support and participation of many organizations, communities, and individuals. Without such dedicated statewide supporters, our success would not be possible. All of our programs and efforts are directed at ensuring a healthier, tobacco-free Louisiana. After reading of our progress, we hope you agree that we are well on our way.*

Sincerely,



Charles L. Brown, Jr. MD  
TFL Steering Committee, Chairman



Ashley Ross, MPH  
Director



## GOALS AND ACCOMPLISHMENTS

Fiscal Year 2007/2008 (FY 07/08), July 1, 2007 through June 30, 2008, 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 that it shares with the Centers for Disease Control and Prevention (CDC) Office of Smoking and Health, as well as with most established tobacco prevention and control programs in the U.S. TFL made great strides in transforming these goals into accomplishments. Below are some of the past year's highlights.

**Each year in Louisiana, tobacco use kills more than 6,400 smokers. In addition, nearly 1,000 non-smokers die each year due to secondhand smoke exposure.**

Tobacco-related health care expenditures, both direct and indirect, cost Louisiana more than \$3.38 billion annually.

### GOAL 1

**To eliminate non-smokers' 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
- Compliance with tobacco-free policies

**In Louisiana, approximately 1,000 children and adults die each year due to secondhand smoke exposure.**

Breathing 30 minutes of secondhand smoke has the same effect as smoking a cigarette yourself.<sup>1</sup>

#### PROGRESS TO DATE

- Smoking prevalence in Louisiana decreased from 26.5% in 2003 to 22.6% in 2007.<sup>2</sup>
- The proportion of non-smokers who reported exposure to secondhand smoke in the home, car, or work place decreased from 30% in 2003-04 to 22% in 2007-08.<sup>3</sup>
- TFL, in conjunction with the Coalition for a Tobacco-Free Louisiana (CTFLA), ensured that The Louisiana Smoke-Free Air Act was not weakened during the 2008 Legislative session. TFL and its partners communicated with legislators as to the effectiveness of The Louisiana Smoke-Free Air Act and the need to keep the legislation in place.
- TFL led media and awareness building efforts in celebrating the one-year anniversary of The Louisiana Smoke-Free Air Act.
- TFL Regional Coordinators reported more than 309,000 unique instances of sharing tobacco prevention and control information with Louisianans.
- Nearly 400 community-based organizations and individuals are members of the statewide Regional Tobacco and Cancer Control Coalitions and as such are part of Louisiana's emerging tobacco control movement.
- Eleven municipalities have positive secondhand smoke policies. Two of the eleven, Sulphur and Terrebonne Parish, have ordinances that are stronger than The Louisiana Smoke-Free Air Act.

## GOAL 2

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 of cessation services

### PROGRESS TO DATE

- Cigarette consumption has decreased by 6% from 10.44 packs per capita monthly in FY 2004/05 to 9.77 packs per capita in FY 2007/08.<sup>7</sup>
- 46.2% of Louisiana smokers made a quit attempt in 2007-08.<sup>8</sup>
- Louisiana's Tobacco Control Initiative (TCI) referred more than 23,000 public hospital patients who smoke to TCI cessation services. Approximately 18% of patients who are tobacco users received prescriptions for evidence-based pharmacologic cessation treatment, and 56% of tobacco users attended at least one cessation class.
- TCI increased by 89% the number of health care providers who received training in cessation referral and resources.
- Call volume to The Louisiana Tobacco Quitline, 1-800-QUIT-NOW, continued to increase. More than 2,600 callers requested tobacco cessation materials and/or telephone counseling.
- The evidence-based fax referral program, Fax-to-Quit Louisiana (FQL), broadened its reach as more health care providers were trained in this tool.

**In Louisiana, nearly 6,400 adults die annually from smoking.<sup>4</sup>** Heart disease is the leading cause of death in Louisiana, accounting for 27% of deaths annually.<sup>5</sup> Thirty percent of all cancer deaths in Louisiana are directly attributable to tobacco use.<sup>6</sup>



**People who stop smoking greatly reduce their risk of dying prematurely** by lowering their risk for coronary heart disease, stroke, lung, and other types of cancer.

## GOAL 3

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

**In Louisiana, 6,600 youth become new daily smokers each year.<sup>9</sup>**

Approximately 109,000 children under age 18 in Louisiana will ultimately die prematurely from smoking.<sup>10</sup>

### PROGRESS TO DATE

In FY 07/08, TFL made significant progress in reaching youth who are likely to start smoking:

- The proportion of Louisiana middle school students who had ever smoked decreased dramatically from 50% in 2000 to 33.8% in 2007.<sup>11</sup>
- TFL collaborated with The Louisiana Department of Health and Hospitals Tobacco Control Program (TCP) and Louisiana Youth Prevention Services to host the first annual Louisiana Youth Summit on Tobacco, a four-day intensive workshop for student leaders focused on tobacco industry marketing and the development of tobacco policy recommendations for the State of Louisiana.
- TFL launched Defy, Louisiana's youth empowerment movement focused on tobacco, and trained 40 youth statewide.
- Fourteen Louisiana colleges were recruited to participate in TFL's tobacco-free college initiative. Four of the participating colleges passed tobacco-related policies. Our Lady of the Lake College in Baton Rouge passed the first 100% tobacco-free college policy in Louisiana.
- Through Community Program Grant and Partnership Awards, TFL implemented a youth-focused intervention with 3,703 youth in Louisiana.



## GOAL 4

To identify and eliminate tobacco-related health disparities

### OBJECTIVE

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

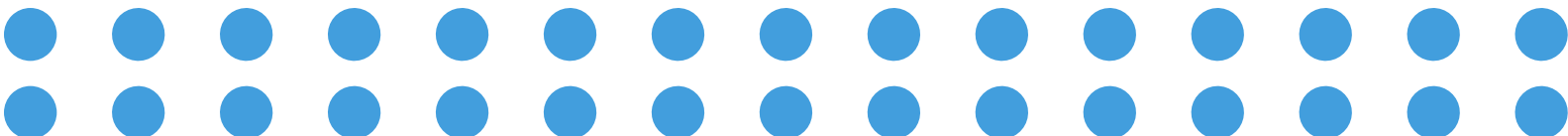
### PROGRESS TO DATE

- Both Communities of Color (CoC) Networks were fully staffed and now have a CoC Coordinator in each region of the state for the first time ever.
- Fourteen CoC coalitions were established throughout the state to develop and carry out tobacco prevention and control efforts, specifically for African-American communities.
- TFL developed a Request for Applications (RFA) to fund community program grantees to work with disparate populations in FY 08/09.
- Through the Adult Tobacco Survey, TFL collected statewide data regarding tobacco-related disparities for the first time ever. Key findings included:
  - White Louisiana residents are more likely to be former smokers (25%) as compared to African-Americans (13%).
  - Among adult smokers who tried to quit in the last year, 43% were white, 60% African-American, and 14% of all other races combined.
  - Nearly 63% of African-American smokers report that they are seriously considering stopping smoking in the next six months.
  - In the last year, 61% of African-American smokers report quitting for a day or more in an effort to quit smoking.
  - African-Americans in Louisiana are 50% more likely to be exposed to secondhand smoke at work and are twice as likely to eat in restaurants where they are exposed to secondhand smoke as compared to whites.
- TFL and TCP jointly developed the Statewide Tobacco-Related Health Disparities Coalition. TFL supported the coalition by finalizing, marketing, and implementing the Statewide Disparities Strategic Plan.

The tobacco industry strategically targets special population groups in Louisiana who share a disproportionate health and economic burden from tobacco use.



Each year the tobacco industry spends more than \$290 million pushing its deadly products in Louisiana.<sup>12</sup>



## GOAL 5

To promote statewide coordination of all Louisiana tobacco prevention and control initiatives

**Working together,** Louisiana's tobacco prevention and control partners can achieve maximum results to reduce the toll of tobacco on Louisiana.

### OBJECTIVE

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

### PROGRESS TO DATE

- TFL awarded 21 Community Program Grants to strengthen the membership of the Regional Comprehensive Cancer and Tobacco Prevention and Control Coalitions. The coalitions recruited additional members for a total of over 400 members across the state.
- In partnership with TCP, TFL initiated a relationship with the national organization The American Legacy Foundation, as well as The Rapides Foundation, to pool resources to join the National Alliance for Tobacco Cessation and support a national media buy for the Legacy EX Initiative's Relearn Campaign.
- TFL rolled out television, radio, and outdoor billboards for the "Let's Be Totally Clear" secondhand smoke campaign, which raised awareness about the dangers of secondhand smoke. This campaign was jointly developed and funded with TCP.
- TFL and TCP jointly created and aired a comprehensive website and radio advertising campaign for the shared cessation campaign brand Quit With Us, Louisiana.
- Data collection for Louisiana's first Adult Tobacco Survey (ATS) was completed. The ATS data will serve as an evaluation resource for all tobacco prevention and control efforts in the state.



<sup>1</sup> Campaign for Tobacco-Free Kids, 2006.

<sup>2</sup> Data facts are from the 2003 and 2007 Behavioral Risk Factor Surveillance System (BRFSS) conducted by the Louisiana Department of Health and Hospitals in collaboration with the U.S. Centers for Disease Prevention and Control.

<sup>3</sup> 2003-04 statistics reported in the 2003-04 Social Climate Survey; 2007-08 statistics based on the 2007-08 Adult Tobacco Survey (ATS).

<sup>4</sup> Centers for Disease Control, Data Highlights 2004. <http://www.cdc.gov/tobacco/datahighlights/index.htm>

<sup>5</sup> Centers for Disease Control, 2001. <http://www.cdc.gov/NCCDPHP/publications/factsheets/ChronicDisease/louisiana.htm>

<sup>6</sup> Smoking Attributable Mortality, Morbidity and Economic Costs (SAMMEC) Louisiana – 1999; Louisiana Department of Health and Hospitals.

<sup>7</sup> The consumption figure was calculated using total cigarette tax collections published in the Tobacco Tax Monthly Summary produced by the Louisiana Department of Revenue and annual estimates of the Louisiana population aged 18 or older from the U.S. Census Bureau's American Community Survey.

<sup>8</sup> 2007-08 Adult Tobacco Survey.

<sup>9</sup> Substance Abuse and Mental Health Services Administration (SAMHSA), HHS, results from the 2007 National Survey on Drug Use and Health, NSDUH: Detailed Tables, <http://www.oas.samhsa.gov/NSDUH/2k7NSDUH/tabs/Sect4peTabs10to11.pdf>

<sup>10</sup> CDC, "Projected Smoking-Related Deaths Among Youth-United States," MMWR 45(44):971-974, November 8, 1996. <http://www.cdc.gov/mmwr/PDF/wk/mm4544.pdf>

<sup>11</sup> Youth Tobacco Survey.

<sup>12</sup> Campaign for Tobacco Free Kids. <http://www.tobaccofreekids.org/reports/settlements/toll.php?StateID=LA>

## STATEWIDE AND COMMUNITY INTERVENTIONS

The Louisiana Campaign for Tobacco-Free Living has had a significant influence on tobacco use and policies in Louisiana. Our success is rooted in the implementation of proven evidence and community-based tobacco interventions aimed at preventing the initiation of tobacco use, increasing cessation, and reducing exposure to secondhand smoke. To successfully reach our goals, we engage Louisianans in their communities—where they live, work, and play. We accomplish this through statewide policy and advocacy efforts and working through Regional Coalitions, Community Program Grantees, TFL's College Initiative, and Defy, Louisiana's youth empowerment movement.

The goal of everything we do: prevention through policy.

## POLICY AND ADVOCACY

TFL's Policy and Advocacy efforts during FY 07/08 were focused on defending The Louisiana Smoke-Free Air Act, which faced several potential challenges during the 2008 legislative session.

Working in partnership with the American Cancer Society (ACS) and The Coalition for a Tobacco-Free Louisiana (CTFLA), TFL helped ensure smooth implementation of law, celebrated the one-year anniversary of the law, protected the law during the 2008 legislative session, and built awareness about the law, its success, and the positive impact on Louisiana.

TFL and ACS made joint visits to legislators and disseminated fact sheets and built awareness about the success of The Louisiana Smoke-Free Air Act, and encouraged them to defeat any attempt to weaken the law. Editorial board visits were coordinated in major media markets statewide to discuss CTFLA's 2008 legislative priority to keep The Louisiana Smoke-Free Air Act strong.

TFL also continued to build awareness statewide about the harmful effects of tobacco use, exposure to secondhand smoke, and evidence-based approaches to reduce tobacco's toll on Louisiana by investing in state and community programs, health communication interventions, evaluation and research programs, and cessation interventions. The Statewide and Community Interventions component within the CDC Best Practices combines local and statewide policies and programs, chronic disease and tobacco-related disparity elimination initiatives, and interventions specifically aimed at influencing youth.

Specific examples of TFL activities by effort listed above included:

### **Eliminating exposure to secondhand smoke:**

- TFL collaborated with organizations in New Orleans and Lafayette to create and launch an effort to help musicians achieve the gold standard of tobacco-free living and engage them as advocates for the cause.

### **Preventing initiation of tobacco use among youth and young adults and promoting quitting among adults and youth:**

- TFL worked with Louisiana Youth Prevention Services in planning the first Louisiana Youth Summit on Tobacco, held in May. As a result, students generated three policy priorities and presented them to Louisiana legislators during a capital press conference and individual visits with legislators.

### **Identifying and eliminating tobacco-related disparities among population groups:**

- TFL developed a Communities of Color (CoC) Network policy framework to assist the CoC team in building awareness in their communities and engaging community leaders who are eager to reduce tobacco's toll on their community.

# COMMUNITY CAPACITY AND MOBILIZATION

## Community Program Grantees

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 Cancer and Tobacco Prevention and Control Coalitions, Community Program Grants, and the Louisiana Public Health Institute's (LPHI) Center for Community Capacity trainings.

Community Program Grants are part of TFL's broad-reaching effort to engage non-traditional partners in the statewide campaign 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. The work that the grantees do in their local communities is vital to the success of the statewide program, and TFL is committed to these local programs by providing training, technical assistance, and resources.

In FY 07/08, TFL awarded Community Program Grants totaling over \$500,000 to 21 community-based nonprofit organizations across Louisiana. TFL's Community Program Grant awards supported the implementation of *MediaSharp*—a media literacy curriculum that helps middle and high school age youth analyze and understand how media messages influence their health and spending behaviors, particularly related to tobacco products. To that end, Community Program Grantees and Partnership Awards provided youth-focused interventions to over 3,703 Louisiana youth during FY 07/08.

### TFL Community Program Grantees for FY 07/08 included:

#### Region 1 (New Orleans Area)

YOUTHanasia  
Jefferson Youth Foundation

#### Region 2 (Baton Rouge Area)

Louisiana Primary Care Association (LPCA)  
Health Care Centers in Schools  
Baton Rouge AIDS Society

#### Region 3 (Houma/Thibodaux Area)

Start Corporation  
Beacon Light Baptist Church

#### Region 4 (Lafayette Area)

Acadiana Sickle Cell Anemia Foundation  
SWLAHEC  
Community Resources, Inc.

#### Region 5 (Lake Charles Area)

Southwest Louisiana Sickle Cell Foundation

#### Region 6 (Alexandria Area)

Boys & Girls Club of Central Louisiana  
Alexandria Family Resource Center of  
Volunteers of America  
Volunteers of America North Louisiana -  
Family Resource Center (VANLFRFC)

#### Region 7 (Shreveport Area)

The Extra Mile, Region VII  
Sickle Cell Disease Association of America  
(NWLA)

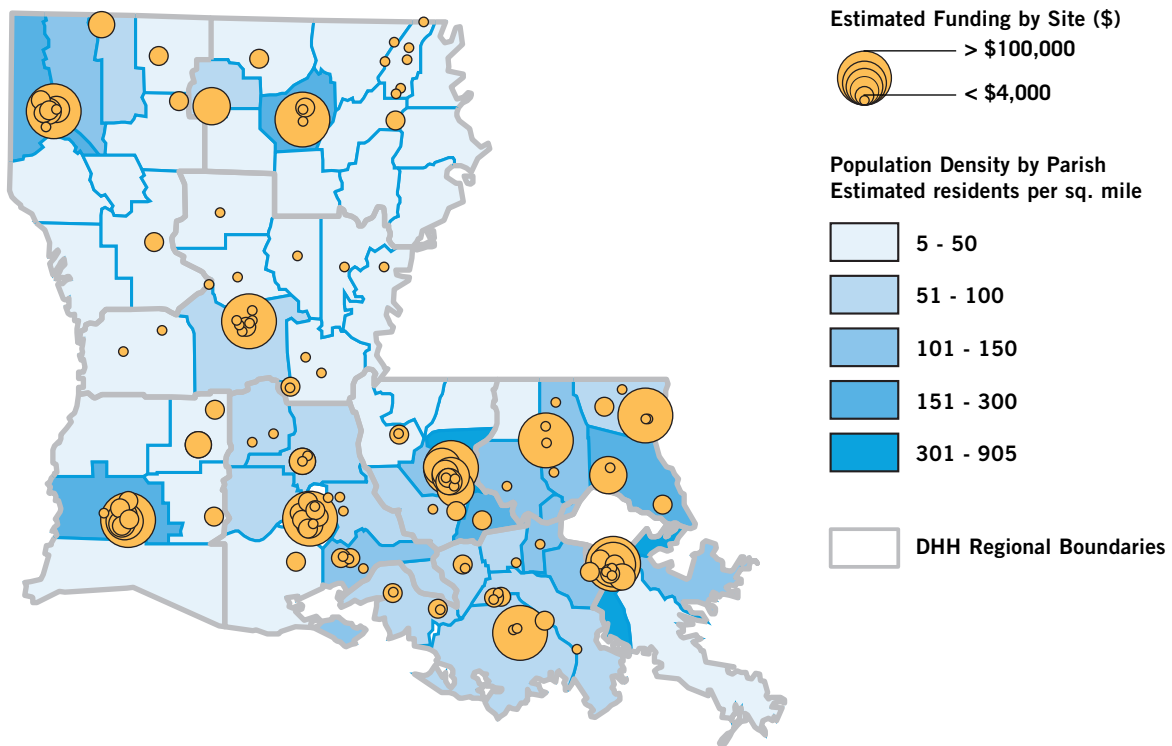
#### Region 8 (Monroe Area)

West Carroll Safe & Drug Free Volunteers,  
Inc. / Partners in Prevention  
Richland Parish Hospital School-Based  
Health Center

#### Region 9 (Mandeville Area)

ADAPT / Prevention Connection  
Prevention with Pride  
Tangipahoa Alcohol & Drug Abuse Council  
(TADAC)

## Statewide Distribution of TFL Initiative Funding

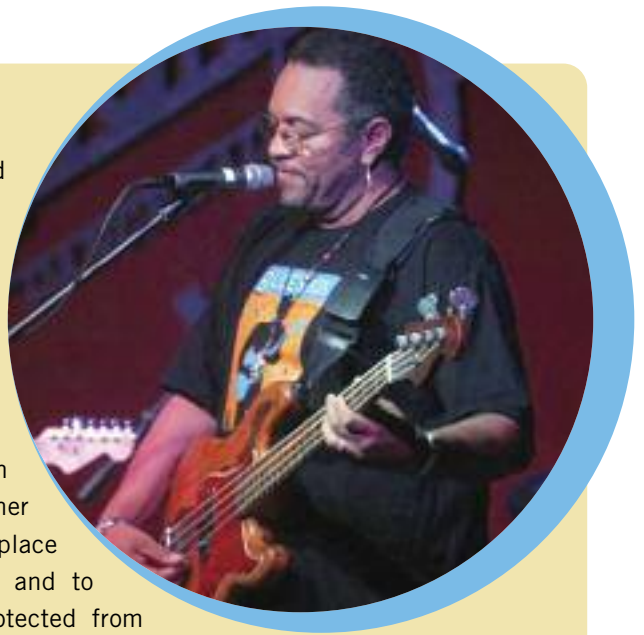


**Sources:** TFL, ESRI 2007/2012 Demographic Estimates

*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.*

### Louisiana Crossroads

Louisiana Crossroads is a smoke-free concert series, record label, and economic development initiative launched by the Acadiana Arts Council and the Lafayette Economic Development Authority. It is focused on supporting and enhancing our cultural economy, those who contribute to the diversity of Louisiana, our musicians, and artists. This project is a community effort in every sense: it is from the ongoing inspiration, input, support, and collaboration of many diverse partners that Louisiana Crossroads draws its greatest strength and most completely furthers its mission. TFL is proud to partner with Louisiana Crossroads; to enrich the quality of life and place for all people in Louisiana with smoke-free environments; and to ensure that our musicians, artists, and all workers are protected from secondhand smoke.



**Together, we're helping to redefine how our state experiences its cultural riches. Like our music, our partnership with TFL has deep roots and great value to us all.**

**Todd Mouton, Louisiana Crossroads Director**

## Communities of Color

African-Americans represent the largest minority group in Louisiana, making up 32% of the state's population; Louisiana ranks 2nd as having the largest percentage of African-American smokers in the nation. Tobacco-related deaths and diseases affect such communities of color almost twice as much as other communities. The leading causes of death for Louisiana African-Americans are cardiovascular disease—including heart disease and stroke—and cancer. Both of these causes of mortality are often associated with tobacco use and long-term exposure to secondhand smoke in non-smokers. It is for these reasons and more that TFL funds and supports the Communities of Color (CoC) initiative.

CoC is a TFL initiative that engages diverse community organizations and individuals across the state in planning and recommending strategies to reduce tobacco use among disparate populations. This comprehensive initiative is conducted by Southern University Agricultural Research and Extension Center and a partnership with The Louisiana Department of Health and Hospitals' Tobacco Control Program.

During FY 07/08, TFL helped organize and fully staff two CoC networks in the state, one each in the north and south, with 14 regional coalitions between them. Each region has its own coordinator who works to develop partnerships and collaborations within his or her area.

The CoC's first joint project was their participation in the National Conference of Black Mayors, which was held in New Orleans in June. The group reached out to more than 25 Louisiana Black Mayors in an effort to build awareness about how tobacco impacts individuals in their community and how they can help to reduce that toll.



### Southern University Agricultural Research and Extension Center

SUAg is one of the organizations selected to house the CoC, and is a natural home for the CoC with its mission, statewide presence, outreach experience, and provision of technical assistance to the targeted communities. SUAg's goals are to build leaders and good citizens through youth development; and to implement nutrition, health, family, and community development programs to enhance the quality of life of Louisiana's citizens. SUAg has done vital work within the African-American churches, with youth groups, and with the rural communities to work toward a healthier, tobacco-free community. TFL is fortunate to have partnered with an organization that is committed to improving the quality of life for the communities of color throughout the state.

**The CoC Network is not waiting until the smoke clears; the CoC Network is clearing the smoke!**

Linda Brown, CoC Network Director

## COLLEGE INITIATIVE

College campuses are the first legal playground for the tobacco industry to market its products and young adults to experiment with tobacco. Many college students don't realize that they are prey to a powerful industry that actively recruits them to become daily tobacco users through aggressive, targeted marketing in publications, college bars, and social events. The lack of understanding by young adults about the real dangers of tobacco use is resulting in a growing number of young adults who leave college with a degree and a deadly addiction that may take a lifetime to overcome.

In the fall of 2007, and in partnership with the Louisiana Higher Education Coalition (LaHEC) and the Louisiana Office for Addictive Disorders, TFL kicked off The Louisiana Tobacco-Free College Initiative with grant awards to 14 Louisiana colleges. This initiative combats the tobacco industry's deceptive marketing tactics through a statewide college campus and social networking program that builds on the success of The Louisiana Smoke-Free Air Act and encourages students to quit or to never start using tobacco.

Though the program is new, the college initiative has experienced impressive results in a short amount of time. A few examples are highlighted below:

- Our Lady of the Lake College became the first Louisiana college to adopt a 100% tobacco-free college policy.
- University of Louisiana-Lafayette created designated smoking areas around the dorms in an effort to move smokers away from doorways.
- Loyola University New Orleans removed all outdoor ashtrays on campus.
- Southeastern Louisiana University hosted a Pack the Stadium concert for non-tobacco users in conjunction with Kick Butts Day.
- Tulane University hosted a Quit and Win contest for students.

According to the Louisiana Higher Education Coalition to Reduce Alcohol, Tobacco, and Other Drugs (LaHEC), **32.3% of males and 19.3% of females reported using tobacco within the last 30 days.**

### Southeastern Louisiana University

Southeastern Louisiana University (SELU) is one of the outstanding grantees of The Louisiana Tobacco-Free College Initiative. As one of our college grantees, SELU continually demonstrated their commitment to improve student life on campus, and did so with great enthusiasm. They developed innovative ideas to reach students, and succeeded in bringing out large numbers of people to a variety of events. This past year, SELU hosted many well-attended events including a Kick Butts Day concert called "Pack the Stadium," where the band *Bag of Donuts* performed and inserted tobacco-free messages throughout their performance; "In the Zone," an alcohol and tobacco-free zone with children's activities for people attending the Hammond Mardi Gras parades; and "Jam the Jungle," a sponsorship of the men's basketball team that used Thunderstix to promote The Louisiana Tobacco Quitline. Those who were part of the SELU team led by example, encouraged others to live healthier through tobacco-free lifestyles, and were able to have a great time doing it. TFL is glad to hold them up as an example of an ideal college grantee and partner.



## Defy

Defy is Louisiana's youth empowerment movement against tobacco industry manipulation. It is powerful because it educates Louisiana youth about the dangers of tobacco and the tobacco industry's role in youth initiation, and mobilizes these youth to create environments supportive of tobacco-free lifestyles.



Defy's mission is achieved through strategic campaigns and tools developed specifically by and for Louisiana youth, all of which support policy priorities for tobacco prevention and control in Louisiana. In their "CounterPoP" campaign, Defy youth created awareness of point-of-purchase advertising in convenience stores and urged city council members, senators, and representatives in their communities to support Federal Drug Administration (FDA) regulation of point-of-purchase advertising.

The youth activism trainings facilitated their empowerment and gave them new skills and knowledge to create projects aimed at the policy mission of the campaign. These trainings began with sharing Tobacco 101 information, then transitioned to activism, action, and project planning, which provided them with the impetus and tools needed to begin work on Defy campaigns.

## Louisiana Youth Summit on Tobacco

In collaboration with TCP and Louisiana Youth Prevention Services, TFL held the first annual Louisiana Youth Summit on Tobacco in May. More than 40 student participants from across the state completed the four-day intensive workshop that addressed youth tobacco prevention and control issues. Through nationally recognized speakers and presenters, panel discussions with policy professionals, and advocacy and prevention training, student delegates worked to create Louisiana-specific policy recommendations for reducing tobacco's toll on our state.

The facilitated sessions allowed student participants to express their own ideas about the tobacco industry, its marketing tactics towards youth, and tobacco marketing policy. Upon completing the summit activities, the students had an opportunity to meet legislators from their respective districts to talk about the tobacco industry and the policy recommendations that they crafted during the summit.

At a press conference on the steps of the State Capitol, the youth presented the following recommendations:

- Separate tobacco sales in discrete, separate areas of retail establishments so children and the general public are not exposed to it
- Include public parks, bars, and nightclubs in the state's smoke-free air law
- Prohibit the advertisement of all tobacco products in storefronts and on counters in convenience stores

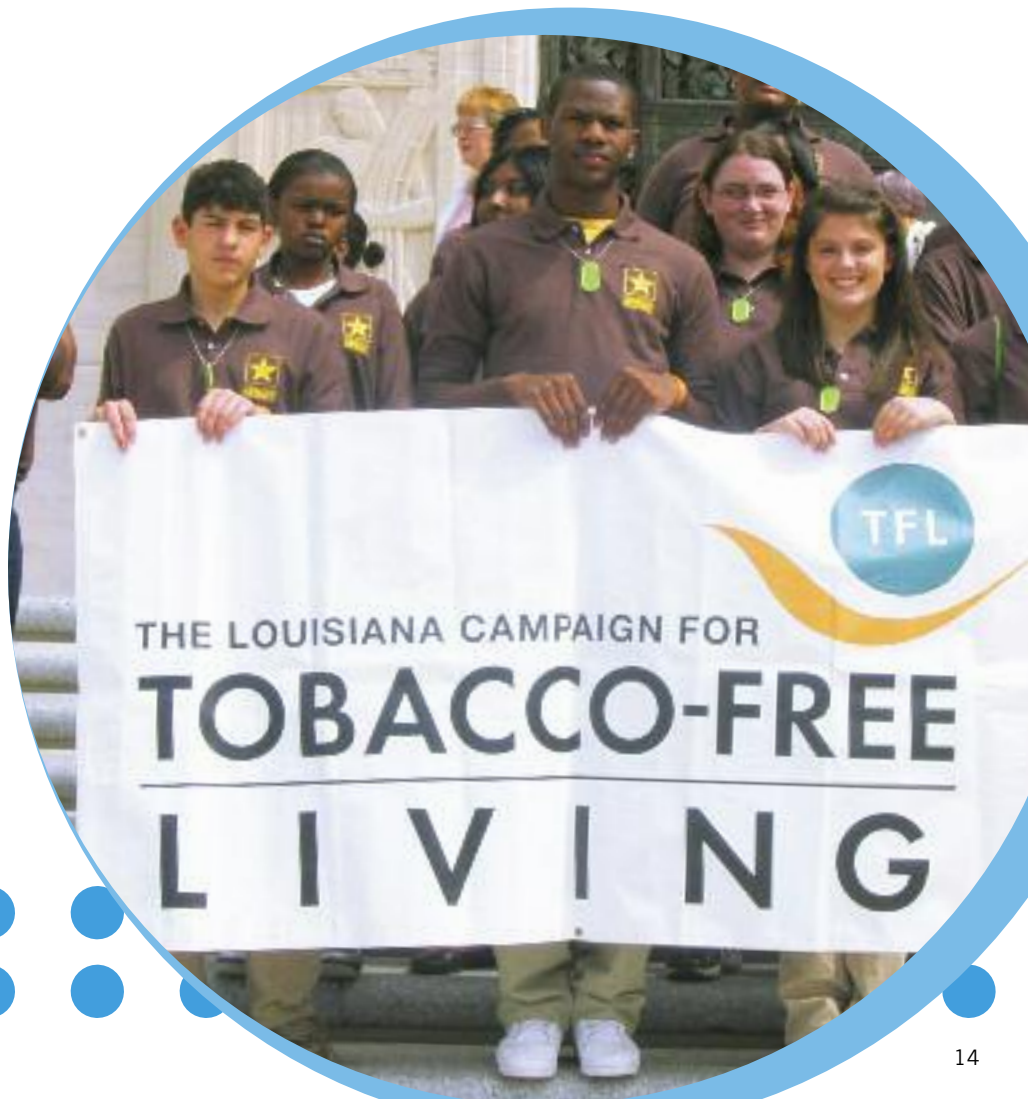


## Regional Coalitions and Regional Coordinators

A major component of TFL's Community Capacity and Mobilization Component are the Regional Coordinators and Regional Coalitions. Regional Coordinators serve as regional representatives for TFL programming, and Regional Tobacco and Cancer Coalitions are the corresponding bodies through which TFL and partners increase community capacity and mobilization surrounding tobacco prevention and control. These coalitions are jointly led and coordinated by TFL, TCP, American Cancer Society, and Louisiana Comprehensive Cancer Control Program. This same group 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 tobacco prevention and control efforts.

In FY 07/08:

- Approximately 400 community-based organizations and individuals were members of the state's tobacco control movement by becoming members of the Regional Tobacco and Cancer Control Coalitions. Engaging partners in Regional Tobacco and Cancer Control Coalitions across Louisiana maximizes tobacco prevention and control efforts statewide and gives Louisianans a unified voice against tobacco.
- TFL Regional Coordinators reported more than 300,000 unique instances of sharing tobacco prevention and control information with Louisianans, and nearly 1,000 unique instances of providing tobacco control technical assistance.



## CESSATION SERVICES

Stopping smoking is the single most important step that a smoker can take to enhance the length and quality of his or her life. An estimated 70% of current smokers would like to quit smoking completely, but only 5 - 7% are able to quit each year. According to Louisiana's Adult Tobacco Survey, 42% of Louisiana smokers made a quit attempt in FY 07/08.

Quitting is not easy, but the best chance of quitting happens with the support of family and friends and resources that help smokers find the tools they need to be successful. To this end, TFL provides a comprehensive approach to cessation that employs telephone counseling, group counseling, provider education, and systems changes.

### Quit With Us, Louisiana

Quit With Us, Louisiana (QWULA) is a TFL and TCP partnership built as a grassroots community outreach effort. QWULA is a web-based resource—[www.quitwithusla.org](http://www.quitwithusla.org)—for those who want to quit smoking or help someone quit. It is also a resource for health care providers who identify their patients as tobacco users who have a desire to quit.

The Quit With Us, Louisiana website provides tobacco users with important information and tips for quitting, and offers links to online resources and free statewide cessation programs—all accessible from a single location, including:

- **The Louisiana Tobacco Quitline (1-800-QUIT-NOW)** - free and confidential advice and support by telephone for Louisiana residents, ages 13 and older, interested in or ready to quit smoking.
- **Group Cessation Counseling** - group cessation counseling classes offered through the American Lung Association's Freedom from Smoking Clinics and the Mary Bird Perkins Cancer Center.
- **The Tobacco Control Initiative (TCI)** - tobacco cessation resources and services within public hospitals throughout Louisiana. Cessation resources and services provided by TCI combine behavioral counseling, social support, and pharmacotherapy to assist patients in their efforts to stop using tobacco.

### Louisiana Tobacco Quitline – 1-800-QUIT-NOW



The Louisiana Tobacco Quitline, 1-800-QUIT-NOW, offers free, evidence-based, and individualized cessation counseling by telephone to Louisiana residents age 13 and older, regardless of insurance status or any other eligibility requirements. In FY 07/08, 2,710 unique callers called the Quitline for cessation counseling.

Individually assigned telephone counselors help tobacco users set goals, identify target dates for quitting, and develop personalized quit plans based on their individual needs. Callers who are ready to quit receive five personalized telephone counseling sessions, and pregnant smokers may receive up to eight sessions. Self-help and educational materials are also mailed to callers upon request. Quit counseling is available in English, Spanish, and other languages, 24 hours a day, 365 days a year.

## LSU Health Care Services Division's Tobacco Control Initiative (TCI)

The impact of tobacco use in Louisiana is reflected in the health status of its residents. According to United Health Foundation's Americas' Health Rankings 2008, Louisiana is ranked 50th in the nation. This reflects Louisiana's prevalence of chronic illnesses, high cardiovascular and cancer death rates, and high rate of tobacco use among low income populations—populations most often served through the state's public hospital system, located within the LSU Health Care Services Division (LSU HCSD).

TCI is a unique private-public academic partnership with the LSU School of Public Health in conjunction with the Louisiana public hospital system. The initiative integrates evidence-based cessation programs into the public hospital system and reduces the prevalence of tobacco use among public hospital patients by identifying tobacco users and treatment options that are most appropriate, acceptable, and cost-effective to the patients.

During FY 07/08, TCI increased the reach and utilization of cessation services:

- More than 23,000 public hospital patients who smoke were referred to TCI cessation services.
- 18% of patients who are tobacco users received prescriptions for evidence-based pharmacologic cessation treatments.
- 56% of tobacco users systems-wide attended at least one cessation class.
- The number of pediatric clinics participating in the proactive telephone counseling referral process increased.

Additionally, TCI advanced statewide provider education through the following marked improvements:

- Amended the LSU HCSD policy to include outpatient treatment procedures
- Expanded the LSU HCSD Health Care Effectiveness website with comprehensive information on tobacco use and its impact on patients with chronic illness and special populations
- Increased the number of health care providers who received cessation and referral resources training by 89%, including health care providers who completed web-based training to treat tobacco use and dependence
- Increased the number of nurses and doctors attending an in-service on the TCI program and referral process

## Become an EX—Legacy Foundation

TFL and TCP joined the National Alliance for Tobacco Cessation, a coordinated and comprehensive smoking cessation initiative created by the Legacy Foundation, in launching an unprecedented public health cessation campaign. The EX campaign focuses on “preparation” by helping smokers emotionally prepare for quitting by building their confidence and belief that quitting is possible.

EX educates smokers through advertisements on television, radio, and online, and via out-of-home promotions. The program also offers smokers a website that features action-oriented tools and information to help smokers prepare for quitting by developing a personalized plan, as well as a virtual community where they can share stories and best practices about their quit attempts.

Through the National Alliance for Tobacco Cessation, TFL and tobacco prevention and control programs across the U.S. are working collectively to offer a national public health campaign, grounded in evidence-based methodologies, to teach smokers how to quit and connect them with the services and educational resources to help them succeed.



## MEDIA AND COMMUNICATIONS

Health communication interventions are powerful tools for preventing smoking initiation; promoting and facilitating cessation; and shaping social norms related to tobacco use. Effective, tested, coordinated, and targeted earned and paid media messages stimulate public support for tobacco control interventions and create a supportive climate for policy and programmatic community efforts. Through paid and earned media campaigns, TFL worked to build awareness about the consequences of tobacco use and secondhand smoke exposure and shape opinions, attitudes, and behaviors toward tobacco throughout the state.

### PAID MEDIA CAMPAIGNS

In FY 07/08, TFL and TCP aligned media resources and unified messages. As a result, three joint campaigns were launched targeting the adult (age 18+) population in Louisiana with television, print, radio, and outdoor advertisements. TFL also reached out to audiences through sponsorships and promotions and statewide coordinated events.

#### Television

TFL and TCP launched the “Let’s Be Totally Clear” secondhand smoke campaign on TV, radio, and outdoor billboards. The jointly sponsored campaign began airing in March 2008 and ran through June 2008.

The “Let’s Be Totally Clear” secondhand smoke campaign featured real Louisiana citizens sharing their personal stories about the impact of tobacco on their lives. According to post-campaign research conducted by Market Dynamics Research Group, the percentage of Louisianans who recalled advertising about the dangers of secondhand smoke increased from 63% to 80% as a result of the “Let’s Be Totally Clear” campaign.



## Print

The first anniversary of The Louisiana Smoke-Free Air Act was advertised in statewide newspapers, highlighting public support for the law. Weekly ads defending the law were also placed in *The Advocate* in Baton Rouge during the 2008 legislative session. These ads played a key role in ensuring the law was not weakened.

## Radio

With matching funds from TFL and TCP, a radio advertising campaign for the shared cessation campaign brand, Quit With Us, Louisiana, ran for four months in the spring of 2008. The campaign promotion yielded a series of community promotional events organized by local radio stations around the state, each of which sponsored activities to get tobacco users to quit while promoting the Quit With Us, Louisiana initiative.

## Outdoor

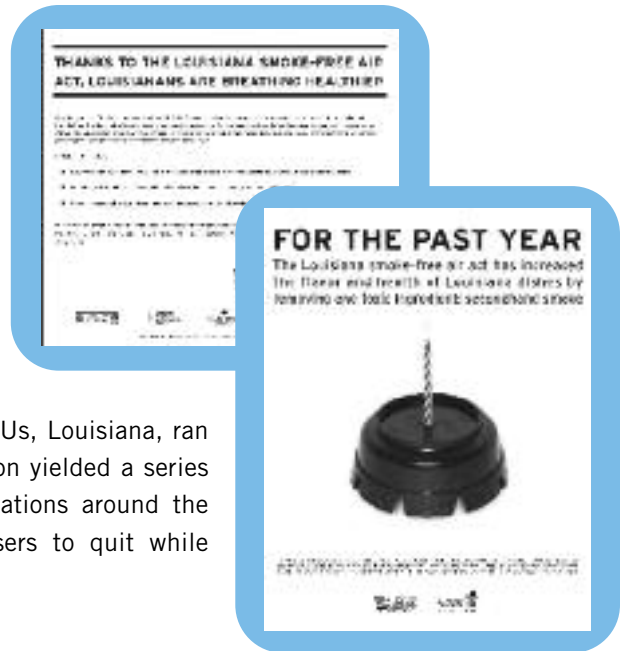
TFL and TCP purchased billboard space as part of the statewide “Let’s Be Totally Clear” secondhand smoke campaign. Ads were featured in all major media markets across Louisiana. Each billboard featured a carefully selected secondhand smoke fact that research indicated would affect personal or political action.



## Online

TFL increased its web presence during FY 07/08 through several campaigns. These included:

- Launching the co-branded website and brand, QuitWithUsLA.org
- Launching www.defythelies.com, the web portal for TFL's statewide youth empowerment movement
- Making collaterals and brochures available online for easy ordering and continuing to send a monthly e-letter to more than 5,000 community members



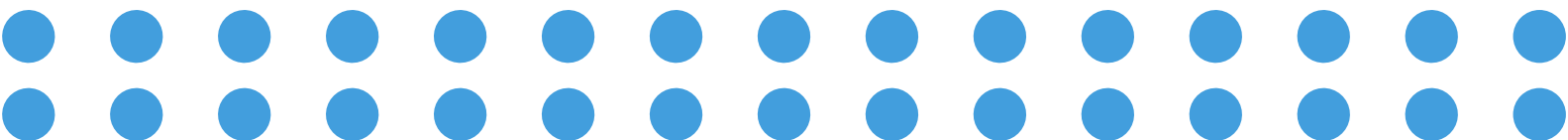
## STATEWIDE SPONSORSHIPS

The monies that TFL invested in FY 07/08 are far less than the \$290 million in marketing dollars that are spent annually in Louisiana by tobacco companies. Strategic event sponsorships allow TFL to maintain a steady presence in communities across the state, reach core audiences with targeted messages, and dilute and counter the tobacco industry's message and presence.

In FY 07/08, TFL was a major or title sponsor of several high-profile events, some of which are highlighted below:



- **Louisiana Restaurant Association Expo**, which reached an average target of 14,000 restaurant industry and bar workers from across the state. The sponsorship allowed TFL access to bar and restaurant owners and workers to bring attention to the need for smoke-free air policies to protect all workers from secondhand smoke exposure, including bar workers.
- **Louisiana Crossroads**, a 19-show, seven city smoke-free concert series. The objective of the sponsorship was to raise awareness about the need for smoke-free air policies that protect all workers, including musicians and bar workers, from secondhand smoke in the workplace.
- **Baton Rouge Chamber Second Home Event**, a reception on the opening day of the legislative session. TFL's sponsorship underscored Louisianan's support for The Louisiana Smoke-Free Air Act.
- **NCAA National Football Championship Game** through the LSU Sports Radio Network, which enabled TFL to place several sponsorship mentions and spots during the football game, all of which highlighted support for the first anniversary of The Louisiana Smoke-Free Air Act.
- **Gulf Brew**, presented in the style of Germany's Oktoberfest, the Acadiana Arts Council Gulf Brew was a great opportunity for TFL to provide 100% smoke-free tents and get TFL's message out into the community. It is common to associate smoking with drinking alcohol, but this sponsorship offered the opportunity to show they don't go hand in hand.
- **The Human Rights Campaign** is America's largest civil rights organization working to achieve lesbian, gay, bisexual, and transgender (LGBT) equality. HRC strives to end discrimination against LGBT citizens and to realize a nation that achieves fundamental fairness and equality for all. The LGBT population is highly targeted by the tobacco industry and is disproportionately affected by tobacco use. Studies indicate that at least 1/3 of the adult LGBT population uses tobacco. By sponsoring the Human Rights Campaign New Orleans area chapter's events, TFL gains a stronghold within the LGBT population by providing LGBT and tobacco-related messaging from a trusted and powerful messenger.



## EARNED MEDIA COVERAGE

The news media represents a key source of health information for the general public and plays an important role in framing the issue of tobacco. Through its media advocacy work, TFL uses the news media as a tool to fuel public support for tobacco prevention and control activities and create a supportive environment for community efforts focused on policy change. Additionally, TFL engages the public through earned media efforts to build awareness among Louisiana residents about the facts on smoking and tobacco 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: \$687,053

Circulation/Impressions: 9,925,387

Total Earned Placements: 316



## STATEWIDE EVENTS AND INITIATIVES

Through coordinated statewide events, TFL leverages partnerships, engages local communities in tobacco prevention and control efforts, and raises awareness about the toll of tobacco in Louisiana. In FY 07/08, TFL coordinated statewide events and activities around national observances including:

### Kick Butts Day – Making Profits, Taking Lives

Young people are a powerful part of the solution to reduce youth tobacco use. Kick Butts Day is a nationwide initiative that makes young people leaders in the effort to raise awareness about youth tobacco use by encouraging them to stand up, speak out, and take action in the fight against tobacco.

In Louisiana, the 2007 Kick Butts Day theme, “Making Profits, Taking Lives,” brought attention to tobacco industry tactics that target children with deceptive advertising and promotion. Louisiana youth participated in art and poetry contests, school assemblies, and other activities that sent two important messages: Young people want the tobacco industry to stop targeting them with advertising; and they want elected leaders at all levels to do more to protect them from the tobacco industry.



## World No Tobacco Day – Let's Be Totally Clear

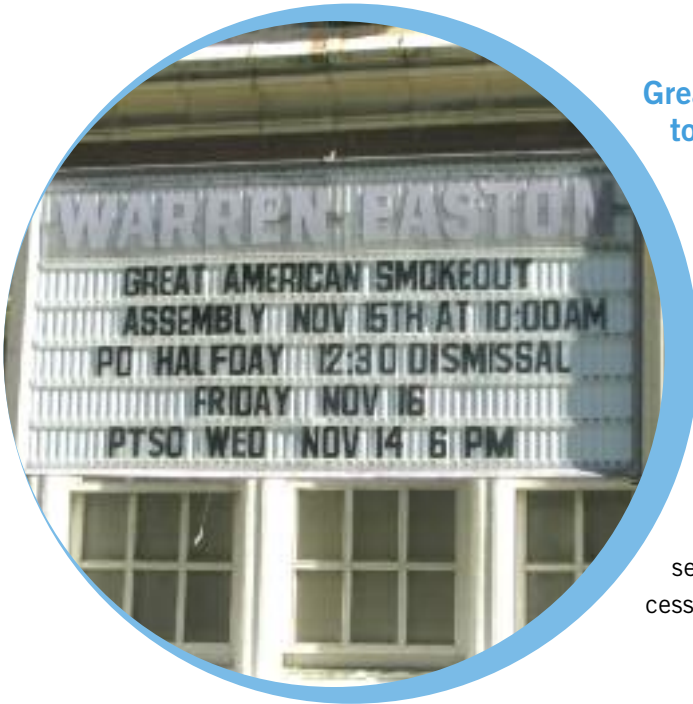
On World No Tobacco Day (May 31), TFL joined with the World Health Organization to bring attention to the tobacco industry's deceptive marketing tactics that lure young people into a costly and deadly addiction and call for a stop to all forms of tobacco advertising. Removing tobacco advertising and promotion targeted at youth is a step toward creating a healthier future for our youth and all Louisianans.

In addition to the focus on youth and tobacco advertising, TFL Regional Coordinators gathered hundreds of personal stories and photographs from community members. The testimonials illustrated the collective voice of Louisianans, the widespread support for a 100% tobacco-free Louisiana, and the large number of Louisianans who have been affected by secondhand smoke exposure or tobacco use.



## Great American Smokeout – Knowledge is Power to Quit and Educate

In observance of Great American Smokeout, The Louisiana Campaign for Tobacco-Free Living, the Louisiana Tobacco Control Program, and the American Cancer Society hosted 25 cessation-focused events that reached nearly 1,000 Louisiana K-12 public school teachers and administrators, and 5,000 students. Teachers and administrators were encouraged to quit smoking for a day and proactively educate colleagues, students, and the community about the health consequences of tobacco use, the dangers of secondhand smoke exposure, and the comprehensive cessation services available to Louisiana residents.



## EVALUATION AND RESEARCH

Through evaluation and research, TFL works to promote and support evidence-based decision-making among health policymakers and staff both within TFL and among its external partners. Evaluation and research staff work with all TFL components to develop comprehensive monitoring and evaluation systems and ensure their successful execution. Implementation of these systems contributes to program development, continuous quality improvement, effectiveness, and accountability. In addition, TFL measures and reports tobacco-related attitudes, behaviors, and health outcomes in Louisiana and its progress toward five core program goals, including:

- Preventing initiation of tobacco use among youth and young adults
- Promoting quitting among adults and youth
- Eliminating exposure to secondhand smoke
- Identifying and eliminating tobacco-related health disparities
- Promoting statewide coordination of all Louisiana tobacco prevention and control programs

In FY 07/08, TFL:

- Met or exceeded targets for most key performance indicators for which data were available
- Completed a revised evaluation plan for FY 08/09 that is more concise and streamlined
- Completed data collection for the first statewide Adult Tobacco Survey (ATS). A random sample of 5,934 adults ages 18+ was interviewed by phone. The data set provides a comprehensive and formative evaluation resource for all future tobacco prevention and control efforts in Louisiana. The ATS will be conducted every two years to monitor trends over time in key outcome indicators.
- Supported the first Youth Risk Behavior Survey (YRBS) and the Youth Tobacco Survey (YTS) since 2000. The YRBS and YTS are joint efforts of the Louisiana Tobacco Control Program and the Louisiana Department of Education. These data sets will help focus youth programmatic efforts and track their effectiveness over time.
- Completed the economic impact study of The Louisiana Smoke-Free Air Act
- Completed a comprehensive analysis of existing data on TFL's long-term outcomes, including youth and adult smoking prevalence, cigarette and other tobacco consumption, cessation behavior, youth initiation of tobacco use, smoke-free policies adopted throughout the state, and public support for smoke-free policies and excise tax increases



## STATE LEVEL COORDINATION

In Louisiana, the tobacco industry invests more than \$290 million annually to market its deadly products to youth, and tobacco is estimated to cost the state's already overburdened Medicaid system \$663 million each year. Moreover, at \$7.2 million the state's annual tobacco prevention and control program funding is far below the CDC-recommended funding level of \$53.5 million. These are among the many reasons why Louisiana's major tobacco prevention and control programs and partners must maximize resources and work strategically to effectively and efficiently reduce tobacco's toll on our state.

In FY 07/08, TFL remained focused on the alignment of Louisiana's three major tobacco prevention and control programs. TFL continued to strengthen its close partnership with TCP and partnered with The Rapides Foundation and:

- Leveraged media dollars in-state by pooling funds
- Leveraged statewide youth intervention programming by merging efforts
- Coordinated strategic planning and corresponding work-plan development

Engaging partners at the community level gives Louisiana a strong and unified voice against tobacco. Across Louisiana, TFL Regional Coordinators created advocate networks and forged new strategic alliances with 400 community-based organizations and individuals as members of Regional Tobacco and Cancer Control Coalitions statewide. TFL also formed partnerships outside its traditional tobacco prevention and control partners. In FY 07/08, TFL joined forces with organizations such as the New Orleans Musicians' Clinic, Musicians' Union, the Louisiana Cultural Healthcare Initiative, Acadiana Center for the Arts, and Louisiana Crossroads to educate and advocate on behalf of Louisiana's musicians and hospitality workers who remain unprotected from secondhand smoke in the workplace.

Additionally, TFL continued to build and enhance relationships with the Coalition for a Tobacco-Free Louisiana (CTFLA) and national partners, namely Americans for Nonsmoker's Rights (ANR) and the Campaign for Tobacco-Free Kids (CTFK), to support Louisiana's policy priorities.

### Statewide Capacity Building in Tobacco Prevention and Control

In FY 07/08, TFL Regional Coordinators reported 309,000 unique instances of tobacco control and prevention technical assistance, building the capacity of partners, grantees, and organizations across the state to carry out tobacco prevention and control efforts. Through the Louisiana Public Health Institute's Center for Community Capacity, TFL hosted trainings centered on relationship building and community mobilization, individual cultural capacity building, and sustainability and fundraising.

Additionally, TFL created a plan for increased education, awareness, and relationship building in tobacco prevention and control in 44 targeted communities. These efforts represented the first phase in a long-term plan to strengthen tobacco prevention and control policy priorities established by the Coalition for a Tobacco-Free Louisiana (CTFLA).



## 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 composed of tobacco prevention and control experts from throughout the U.S. who bring tobacco prevention and control expertise to the state. This board meets annually to review the progress 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 CDC's Best Practices for Comprehensive Tobacco Control Programs.

The statewide **Steering Committee** is composed of multidisciplinary representatives from throughout Louisiana who lend their Louisiana-specific content expertise to our tobacco prevention and control efforts. This committee formally meets quarterly throughout the year as a group.

## 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 Parker, 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

Tamanna Patel, MPH

### Evaluation and Research:

Katie Sellers, DrPH

Lisanne Brown, PhD

### Media and Communications:

Jason Melancon

Sherry LeCocq

Marigold Pascual

### 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, MEd

Region 6: Jennifer Pearce, MSW

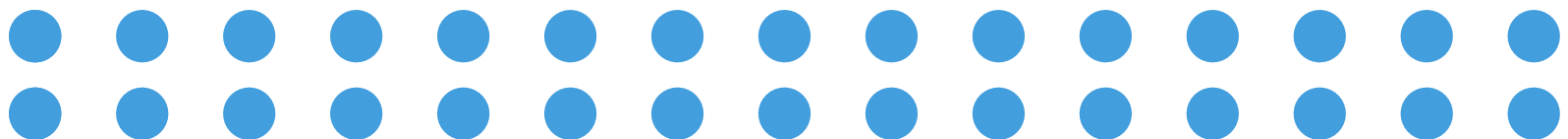
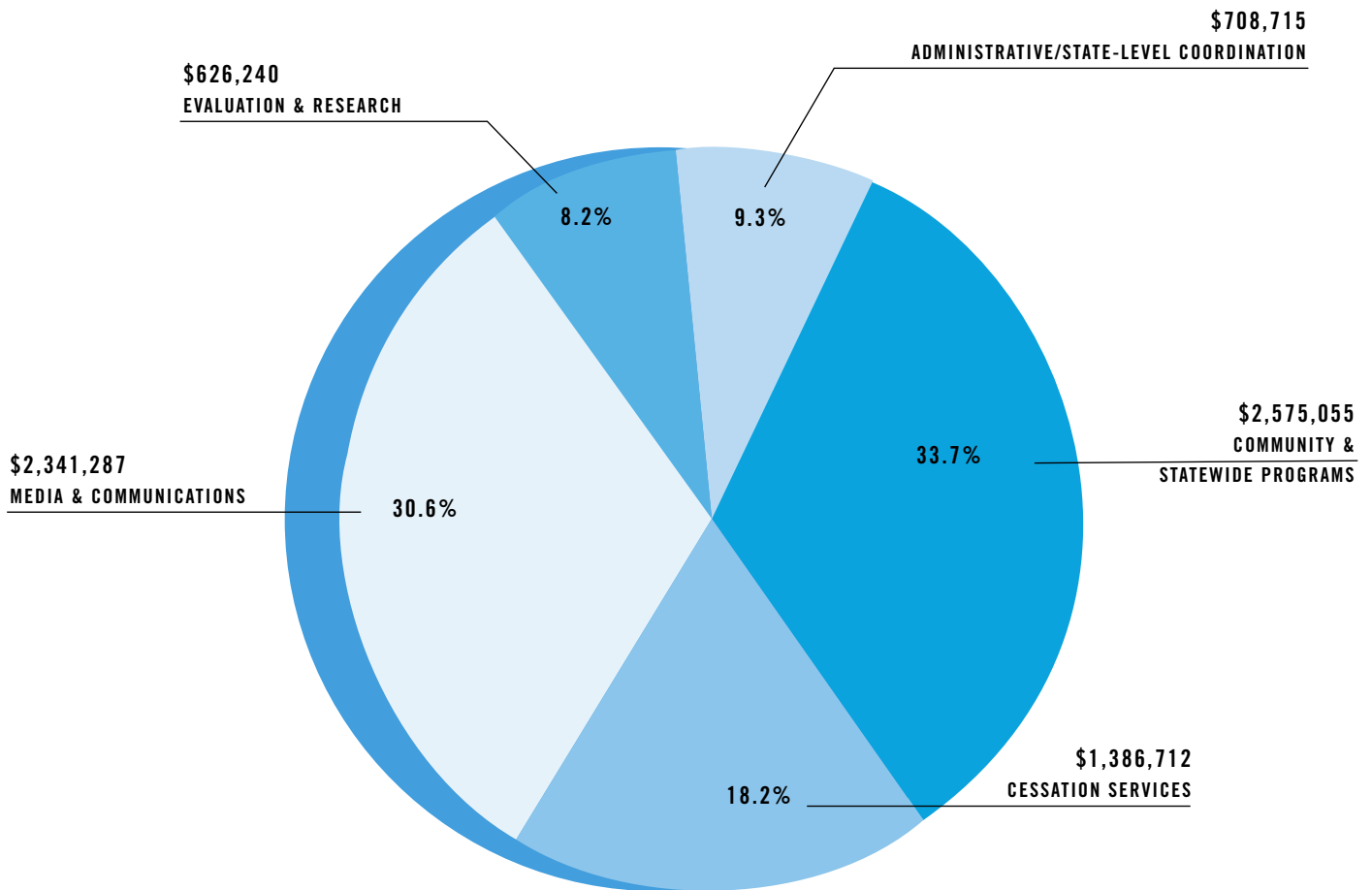
Region 7: Feamula Bradley, MEd

Region 8: Jackie Walden

Region 9: Cheryl Klein

## FINANCIAL STATEMENT

The Louisiana Cancer Research Consortium (LCRC) receives funding from HB 157, Act 19 of the 2002 Session of the Louisiana Legislature. LCRC invests two cents of the state tobacco excise tax in TFL for comprehensive tobacco prevention and control and cessation programs. In FY 07/08, TFL's appropriation from the LCRC was \$7.2 million. In addition, TCP contributed \$607,220 for a total allocation of \$7,638,009 in FY 07/08.



**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, MEd  
*Assistant Superintendent  
Office of School and Community Support  
Louisiana Department of Education*

Carolyn Johnson, PhD, NCC, LPC  
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Tulane University School of Public Health and Tropical Medicine*

Kathleen Kennedy, PharmD  
*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*

Sarah Moody-Thomas, PhD  
*Professor and Program Director, Tobacco Control Initiative  
School of Public Health  
Louisiana State University Health Sciences Center – New Orleans*

Joseph D. Kimbrell, MA, LCSW  
*Chief Executive Officer  
Louisiana Public Health Institute*

Ashley Ross, MPH  
*Director  
The Louisiana Campaign for Tobacco-Free Living*

**TFL Scientific Advisory Board**

Michael Cummings, PhD  
*Chair, Department of Health Behavior  
Roswell Park Cancer Institute*

Colleen Stevens, MSW  
*Chief, Media Campaign Unit Tobacco Control Section  
California Department of Health Services*

Sherri Watson-Hyde, MPH  
*Co-Partner, Co-Founder  
Echo Village Hope*

John P. Pierce, PhD  
*Professor, Cancer Center/Family and Preventative Medicine  
Associate Director, Division of Population Sciences  
Morris Cancer Center, University of California, San Diego*

Karla Sheegas, MPH  
*Executive Director  
Indiana's Tobacco Use Prevention and Cessation Trust Fund*

Gregory Connolly, DMD, MPH  
*Professor of the Practice of Public Health  
Director of the Tobacco Control Research Program  
Harvard School of Public Health*

Brick Lancaster, MA, CHES  
*Chief, Program Services Branch  
Office on Smoking & Health, CDC*



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*All aspects of the statewide implementation and evaluation of TFL 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 (LCRC).*