

**Tobacco-Related
Diseases Related
to Low
Socioeconomic
and Unemployment
Populations**

The Louisiana Campaign
for Tobacco-Free Living

Empowering People
and Communities
Series

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The Louisiana Campaign for Tobacco-Free
Living (TFL)

The Louisiana Campaign for Tobacco-Free Living is funded by the Louisiana Cancer Research Center and is a program of the Louisiana Cancer Research Center and Louisiana Public Health Institute.

About TFL's Empowering People and Communities Series

"Equitably bringing health education, resources and hope to people, populations, and communities in Louisiana."

Welcome.

The Empowering People and Communities Series (EPCS)

Has the mission to equitably bring health education, resources, and hope to people, populations and communities in Louisiana by increasing awareness and empowering people, populations and communities about tobacco and tobacco-related issues.

Today's Panelist



John Hutson

Senior Community Impact
Manager

Capital Area United Way



Dylan Ivy

Executive Director

Livingston Parish SADD



Jaime Cyprian

Sr. Regional Manager, Southeast
La. (R9)

The Louisiana Campaign for
Tobacco-Free Living

Who is ALICE?

- **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed
- Above FPL, below Household Survival Budget
- Low-wage jobs – cashiers, health care workers, security guards, laborers, office administration
- No savings:
 - For emergencies
 - For investing in the future – education, homeownership, retirement

Key Terms

Household Survival Budget: The bare-minimum costs of basic necessities (housing, child care, food, transportation, health care, and a smartphone plan).

ALICE Threshold: The average income needed to afford the Household Survival Budget. Households below the ALICE Threshold include both ALICE and poverty-level households.

ALICE: Households with income above the Federal Poverty Level but below the basic cost of living.

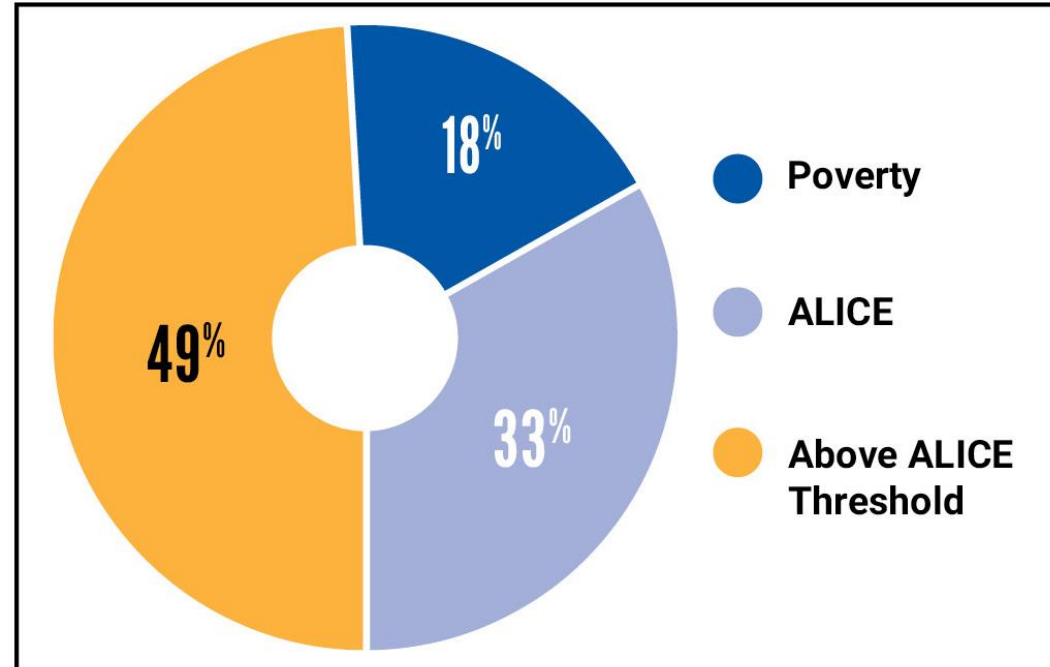
Poverty: Households earning below the Federal Poverty Level

Total Households: The number of households as reported by the American Community Survey.

Overview

- Over time, three trends are increasing:
 - **Cost of living** for ALICE households
 - ALICE Essentials Index 3.4% vs. CPI 1.8%
 - **Worker vulnerability** - while wages stagnate
 - **Number of ALICE Households**
 - Poverty remained flat around 18% - 19%
 - ALICE in 2007: 23% of all households
 - ALICE in 2018: 33% of all households

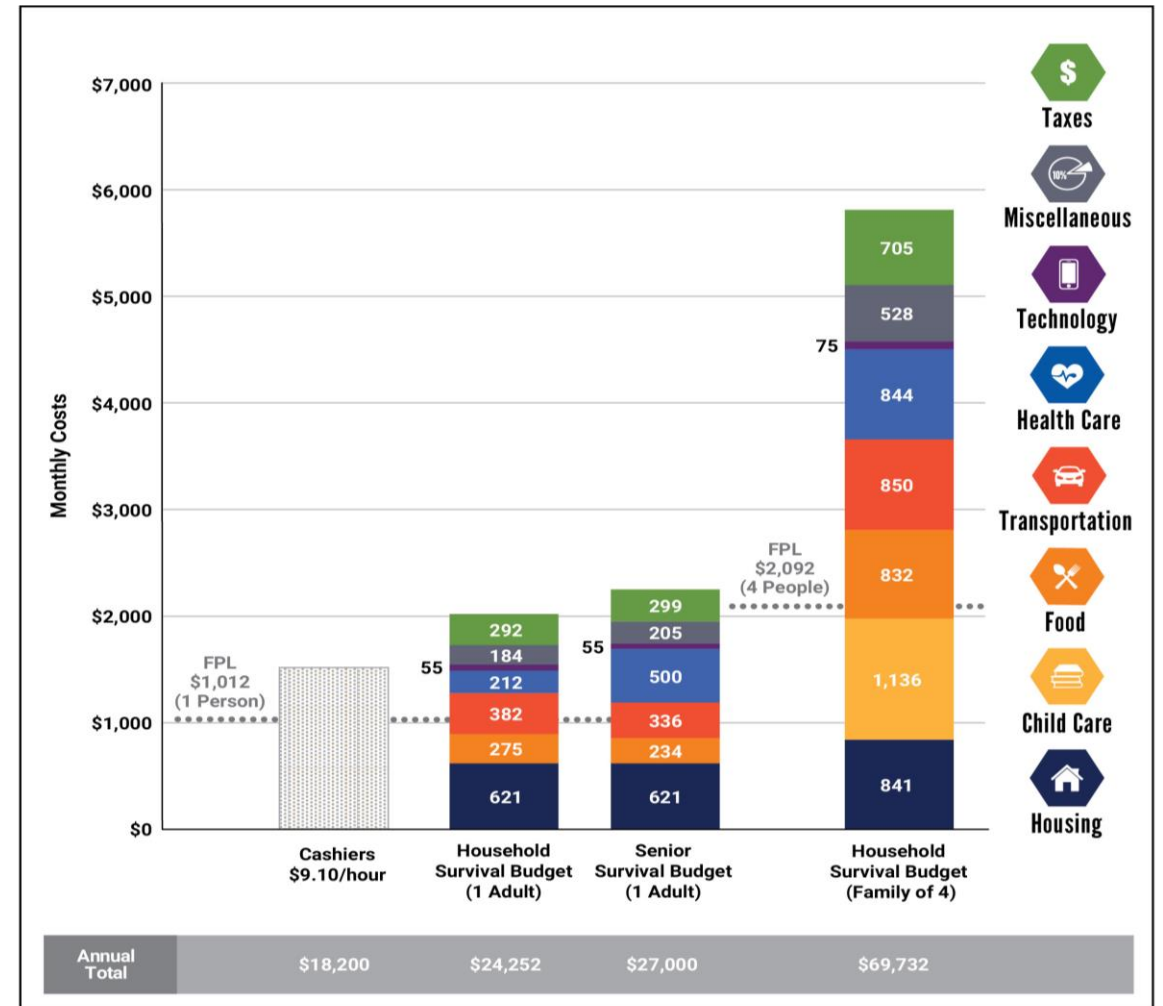
Households by Income, Louisiana, 2018



Sources: ALICE Threshold, 2018; American Community Survey, 2018

The Bare Minimum Budget

- ALICE cost of living far above the Federal Poverty Level (FPL)
- ALICE cost of living outpaces wages
 - Cashiers, most common occupation in 2018, paid \$9.10/hour



Benefits of Sufficient Income

- Impact on individuals and the community
- Companion to *Consequences of Insufficient Household Income Report*



Safe, Affordable Housing



Reliable Transportation



Quality Child Care and Education



Adequate Food



Quality Health Care



Reliable Technology



Savings

New United For ALICE Website

- **UnitedForALICE.org**
 - More data online
 - Easier to navigate
 - Expanded printing options
 - Customizable content
 - Interactive maps and figures

RESEARCH CENTER • LOUISIANA

We all know people who are **ALICE** — Asset Limited, Income Constrained, Employed. ALICE workers educate our children, keep us healthy, and make our quality of life possible, yet do not earn enough to support their own families. ALICE households are forced to make tough choices, such as deciding between quality child care or paying the rent, which have long-term consequences not only for ALICE, but for all.

In order to better understand this growing population, United For ALICE provides a framework, language, statistics, and tools that community stakeholders can use to inform policy and drive innovation. The Research Center is the hub of UnitedForALICE.org - a one-stop source for exploring the latest ALICE data, on a national scale down to the local level in our partner states. Use the tabs below to navigate the Research Center.

The screenshot displays the website's navigation menu with tabs for: NATIONAL OVERVIEW, SELECT STATE (dropdown), ALICE ESSENTIALS INDEX, METHODOLOGY, ALL REPORTS, STATE OVERVIEW (active), DEMOGRAPHICS, HOUSEHOLD BUDGETS, LABOR FORCE, RESOURCE GAPS, INDICATORS, and PARISH PROFILES. The main content area is titled "LOUISIANA • 2018 STATE OVERVIEW" and contains the following text:

Over the last decade, Louisiana has shown steady economic improvements according to traditional measures. Unemployment in the state, as well as across the U.S., has fallen to historic lows, GDP has grown, and wages have risen slightly. Yet in 2018, 51% of households still struggled to make ends meet. While 18% of these struggling households were living below the Federal Poverty Level (FPL), another 33% were ALICE: Asset Limited, Income Constrained, Employed. These households earned above the FPL, but not enough to afford basic household necessities.

On the right side of the page, there is a thumbnail for a report titled "ALICE: A STUDY OF FINANCIAL HARDSHIP IN LOUISIANA" and a "LATEST REPORT" link with a PDF icon.

PROGRAMS

- YOUNG LUNGS AT PLAY
- CATCH MY BREATH
- SYNAR TOBACCO COMPLIANCE CHECKS
- TOBACCO 21 MEDIA CAMPAIGN

2019 Louisiana Adult Tobacco Use Demographics

- Overall, 21.9% of adults in Louisiana smoke cigarettes. Some of the highest rates are among adults who face health and socioeconomic challenges.
- In Louisiana, 40.6 % of people without a high school diploma smoke cigarettes compared to 8.8% of college graduates.
- In Louisiana, 28.3% of people in households earning below \$50,000 smoke compared to 14.3% earning above \$50,000. In households earning below \$15,000, 41.1% smoke.

2020 Louisiana Adult Tobacco Use Demographics

- Overall, 18% of adults in Louisiana smoke cigarettes in comparison to 13% nationwide. Some of the highest rates are among adults who face health and socioeconomic challenges.
- In Louisiana, 35% of people without a high school diploma smoke cigarettes compared to 8% of college graduates.
- 24% of people in households earning below \$50,000 smoke compared to 13% earning above \$50,000. In households earning below \$15,000, 30% smoke.

Q&A Session

Let's start a conversation.

Takeaways and Resources

UNITED FOR ALICE

Visit: UnitedForALICE.org

211 Louisiana Statewide Network

Call: 211

Visit: www.louisiana211.org

Livingston Parish SADD

Visit: [Livingston Parish SADD | Empowering Young Adults \(lpsadd.org\)](https://LivingstonParishSADD.org)

2019 & 2020 Louisiana Adult Tobacco Use Demographics

Visit: [Adult-Tobacco-Demographics.pdf \(wellaheadla.com\)](https://wellaheadla.com/Adult-Tobacco-Demographics.pdf)

Conclusion

Let's recap.

Thank you.

We look forward to seeing you again.

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