

COMBINING TOBACCO PROGRAMS FOR EFFECTIVE RESULTS

Integrating Louisiana's Tobacco Control Program and The Louisiana Campaign for Tobacco-Free Living

Public Health Problem

- Louisiana is one of eleven states that had more than one major tobacco control program, the result of independent development of separate federal and state funding sources.
- Reducing the burden of tobacco on the health of the Louisiana population requires a well-funded effort that is comprehensive and uses limited resources wisely.

Program

- Over ten years, two tobacco programs had developed in Louisiana - the public Louisiana Tobacco Control Program in the State of Louisiana's Department of Health and Hospitals which is funded by the Center's for Disease Control and Prevention Office on Smoking and Health and the not-for profit The Louisiana Campaign for Tobacco-Free Living, part of the Louisiana Public Health Institute which is funded through the state excise tax on tobacco.
- Following hurricanes Katrina and Rita both programs faced programmatic challenges but Louisiana had reached a turning point in conducting business-as-usual in public service.
- The Louisiana Tobacco Control Program, with technical assistance from the independent Tobacco Technical Assistance Consortium, instigated a process to develop a single, integrated, comprehensive, statewide tobacco control program in Louisiana - leveraging the partnership between these two existing programs.

Impact

- Pooled resources from two overlapping tobacco programs are now being used to create more effective state and local programs aligned to reach the mutual program goals of preventing initiation of tobacco use among youth, promoting cessation among tobacco-users, eliminating tobacco-related health disparities, and reducing exposure to secondhand smoke.
- Collaboration resulted in a single, revised, comprehensive tobacco control plan for the state.
- Developing renewed infrastructure and programming and reducing duplication of effort is leading to the advance of eight major tobacco initiatives including an initiative to develop support for Louisiana's Smoke-Free Air Act through a secondhand-smoke media campaign.

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