



## **About The Louisiana Campaign for Tobacco-Free Living (TFL)**

The Louisiana Campaign for Tobacco-Free Living (TFL) is a statewide tobacco control program funded by a state excise tax on tobacco passed in 2002. TFL envisions a healthier Louisiana through 100% tobacco-free living.

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

Consistent with the best practices in tobacco control recommended by the Centers for Disease Control and Prevention and corresponding with most Tobacco Control Programs throughout the U.S., the TFL campaign goals include:

- 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 disparities
- To facilitate effective coordination of all tobacco control and prevention initiatives throughout the state of Louisiana

The Louisiana Campaign for Tobacco-Free Living (TFL) and the Louisiana Department of Health and Hospitals Tobacco Control Program (LTCP) coordinate their efforts in tobacco prevention and control by providing statewide coordination of existing tobacco control initiatives, funding innovative community programs for tobacco control, offering services for people who are ready to quit and developing statewide media campaigns to help reduce the excessive burden of tobacco use on the state's resources and improve the overall health and quality of life in Louisiana.

All aspects of the statewide implementation and evaluation of the campaign 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).

### **TFL Partners:**

American Cancer Society  
American Legacy Foundation  
American Lung Association  
American Heart Association  
Centers for Disease Control and Prevention, Office on Smoking and Health Louisiana Cancer Research Consortium  
Louisiana Comprehensive Cancer Control Program  
Louisiana Cultural Healthcare Initiative  
Louisiana Department of Health and Hospitals, Office of Public Health  
Louisiana Department of Health and Hospitals, Office for Addictive Disorders  
Louisiana Department of Health and Hospitals, Tobacco Control  
Louisiana Higher Education Coalition  
Louisiana Primary Care Association  
Louisiana Rural Health Association  
Tobacco Control Initiative LSU Health Sciences Center  
Rapides Foundation

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