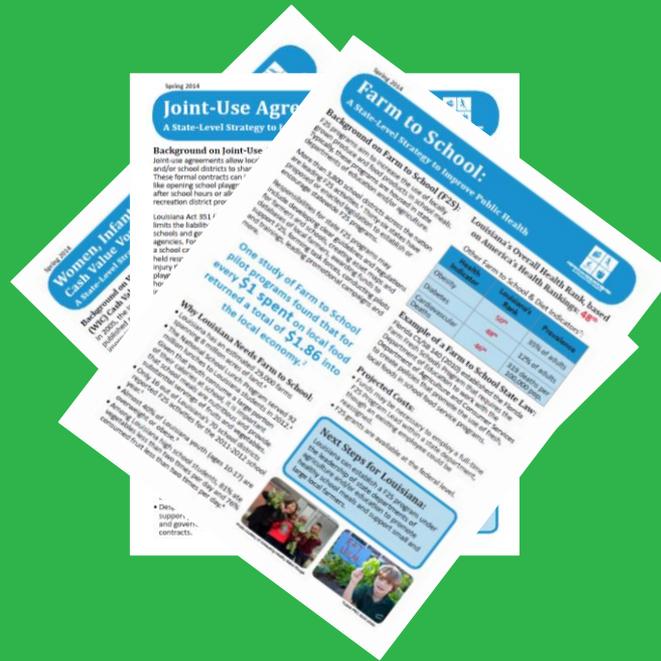


The Role of Research and Education in Advocacy: Lessons Learned



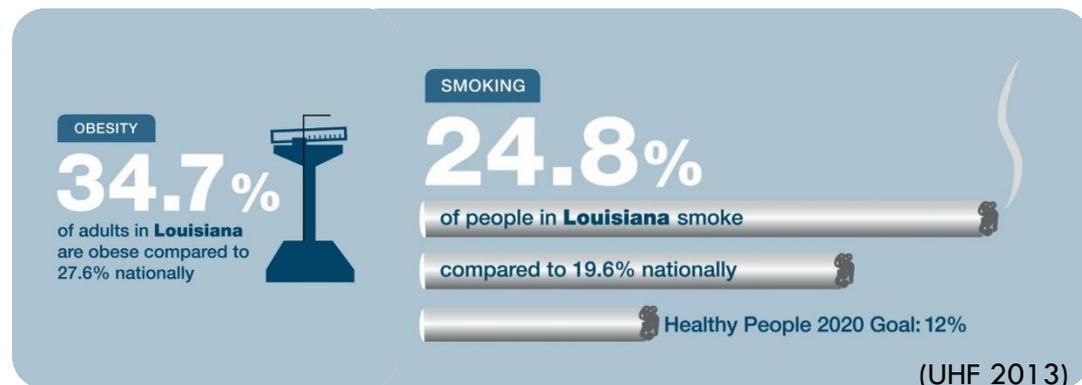
Adrienne Mundorf, MPH

November 17, 2015

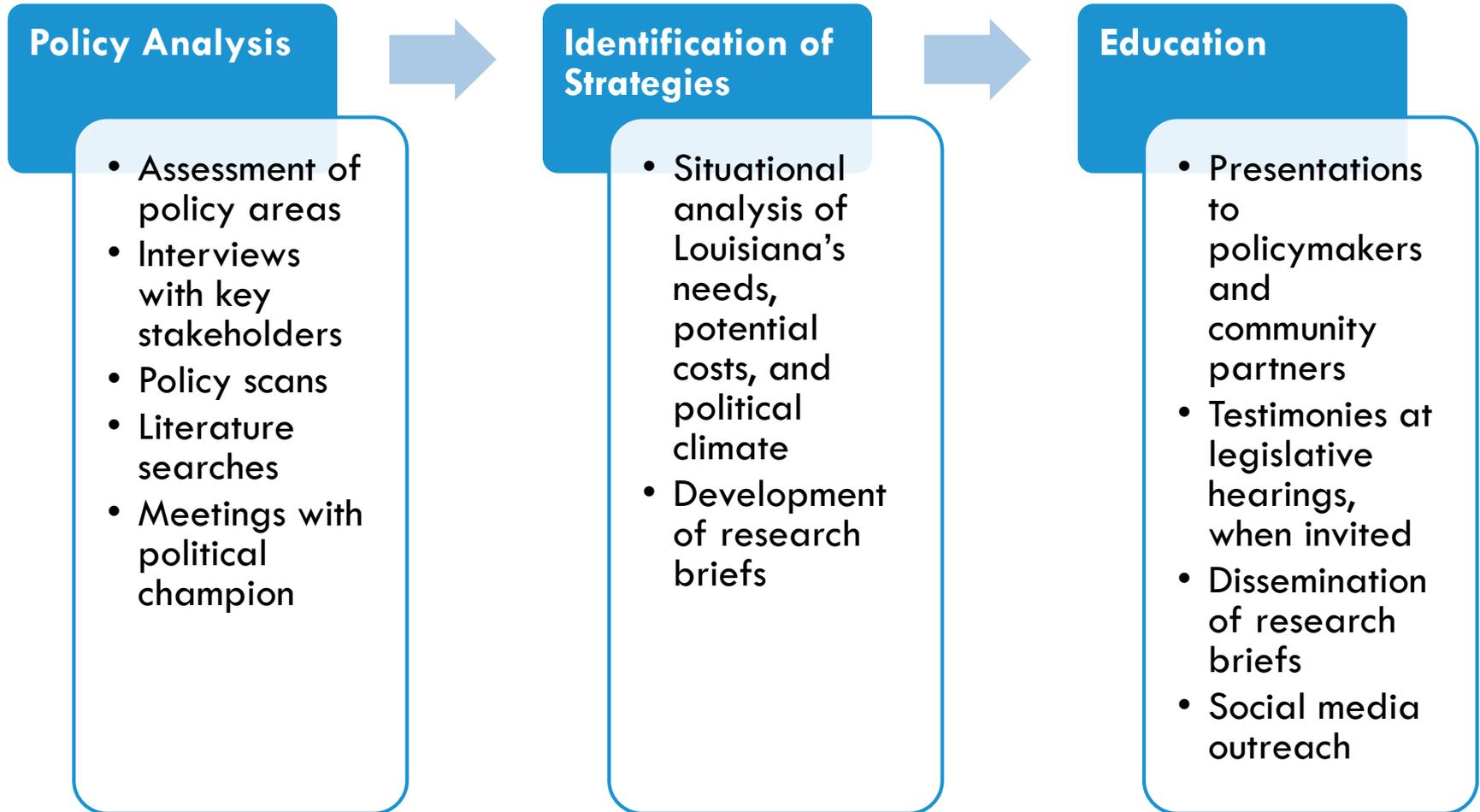
Southern Obesity Summit, Closing Plenary
Jackson, Mississippi

Improving health in Louisiana through statewide strategies

- One year project funded by United Healthcare Foundation
- Statewide research and education project
 - Using America's Health Ranking, identified obesity and smoking as indicators with largest potential impact
 - Louisiana ranks in the bottom 10 across the nation for 17 of the 27 indicators, including:
 - 50th in obesity
 - 46th in smoking



Project Activities



Research Brief example

Spring 2014

Smoke-Free School Zones:

A State-Level Strategy to Improve Public Health



Background on Smoke-Free School Zones:

In 2007, Louisiana passed the Smoke-Free Air Act (Act 815). This law prohibits any individual from smoking anywhere school property, including inside or near buildings.

Schools must enforce the law during school and non-school hours and at all school-sponsored events located on and off school property. Individuals or schools that violate the law are subject to fines for each offense.

Some states have strict laws that prevent the use of tobacco products within a certain range of school property. These smoke-free school zones create a protective barrier around the school perimeter and eliminate exposure to secondhand smoke when entering or exiting school property.

Louisiana could save more than \$1.6 billion with a 5% reduction in smoking rates.¹

Why Louisiana Needs Smoke-Free School Zones:

- Firsthand and secondhand smoke increase the risk of nicotine addiction, cancer, pulmonary disease, cardiovascular disease, birth defects and other health conditions.²
- Tobacco use is the leading preventable cause of premature death, and it is estimated that 109,000 Louisiana youth will die from smoking.³
- In 2011, 26% of students reported smoking and 25% reported using smokeless tobacco on school property.⁴
- Interviews with school personnel in Louisiana have found that school staff and visitors sometimes smoke within sight of students or smoke on school property.

Louisiana's Overall Health Rank, based on America's Health Rankings: 48th

Other Smoking Indicators⁵:

Health Indicator	Louisiana's Rank	Prevalence
Smoking	46 th	25% of adults
Cancer Deaths	48 th	220 deaths per 100,000 pop.
Premature Deaths	46 th	9,806 years lost per 100,000 pop.



Example of a State Smoke-Free School Law:

New York A10141B (2012) prohibits smoking within 100 feet of entrances or exits to public and private educational institutions. New York is a leader in smoke-free policies and has the 5th lowest smoking rate in the nation.³

Projected Costs:

- Schools may have to purchase additional signage - for as little as \$10 per sign - to indicate smoke-free school zones.

Next Steps for Louisiana:

Louisiana can strengthen its enforcement of smoke-free schools by prohibiting the use of all tobacco products near school property.

- The Impact -

Strengths

- Smoke-free policies decrease exposure to secondhand smoke.⁶
- Smoke-free school policies improve health-related quality of life for healthy, non-smoking teachers who are exposed to secondhand smoke at school.⁷
- Among adult smokers, 4 out of 5 began smoking before age 18.⁸ Smoke-free school policies discourage students from becoming smokers.⁹
- Adolescent smoking rates appear to be lower in schools with harsh repercussions for smoking violations.⁸

Barriers

- Smoke-free policies have limited impact on smoking rates without enforcement from school administrators and law enforcement officials.
- Schools may have to spend additional funds on signage for smoke-free zones.



Additional research briefs on Louisiana Public Health Strategies can be found at prc.tulane.edu/publications

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Proposed and enacted legislation related to education campaign

Policy Area	Related Legislation and Summary of Text
Early Childhood	
Worksite Lactation Support	SB 28 (Act 681): Increases the number of lactation rooms in state-owned facilities from 10 to 20 rooms by July 2016
Food Assistance at Farmers Markets (WIC CVV)	SCR 20: Directs the Department of Health and Hospitals to submit a state plan amendment to the federal government that will permit the WIC CVV to be used at registered farmers markets
Elementary and Secondary Schools (K-12)	
Farm to School	SCR 94: Encourages the Department of Agriculture and Forestry and the Department of Education to establish a statewide farm to school program and form a study group on farm to school barriers
Joint-Use Agreements	SCR 95: Studies the barriers that prevent schools and governing agencies from using joint-use agreements
Smoke-Free School Zones	SB 514 (Act 581): Prohibits smoking within 200 feet of public and private elementary and secondary school property
Drinking Water in Schools	SCR 96: Assesses water availability in elementary and secondary schools
Community	
Complete Streets	SB 527 (Act 470): Requires the Department of Transportation and Development to maintain a state Complete Streets Policy and issue an annual progress report
Menu Labeling	SB 512: Provides menu labeling requirements in chain restaurants with 15 or more locations
State Obesity Coordination	SB 513 (Act 580): Creates Louisiana Obesity Prevention and Management Commission SCR 21: Creates a joint legislative committee on obesity

Key factors between grantees and funders

▣ Challenges:

- ▣ Language limitations
 - ▣ Policy, advocacy, campaign
- ▣ Mixed messages
 - ▣ Framing success
 - ▣ Walking the line

▣ Facilitators:

- ▣ Smooth and flexible application and administrative
- ▣ Open communication channels
- ▣ Access to resources
 - ▣ Technical assistance, trainings
 - ▣ Forging connections with local and national partners

Lessons Learned

- Educating the public and legislators on public health information can lead to policy change
 - ▣ Simple yet wide-spread communication is key
 - ▣ Locally relevant information and economic analysis can be convincing
- Internal and external clarity is key
- Popular or controversial policies draw in media coverage during session, but may not be successful
- Gradual policy change has potential for long-term positive impact

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