

BY REPRESENTATIVE HOFFMANN

1 A CONCURRENT RESOLUTION

2 To recognize and commend the Smoking Cessation Trust for its dedicated efforts to improve
3 public health in this state.

4 WHEREAS, smoking-related illnesses and deaths and their associated human and
5 economic costs represent a devastating public health problem across the United States; and

6 WHEREAS, smoking is the leading cause of preventable death in our state and
7 nation; and

8 WHEREAS, though smoking is an exceptionally difficult habit to break due to the
9 powerful nature of addiction to cigarettes, thousands of Americans win the battle to quit
10 smoking each year, many with the help of a smoking cessation program; and

11 WHEREAS, the Smoking Cessation Trust, referred to hereafter as "the trust", has
12 emerged as a leader in this state in the extremely valuable work of promoting and facilitating
13 smoking cessation; and

14 WHEREAS, the trust was formed pursuant to a landmark judgment in late 2011 in
15 the class action lawsuit *Scott v. American Tobacco Co., Inc.* (2009-CA-0461 (La. App. 4 Cir.
16 4/23/10), 36 So. 3d 1046), which ordered certain tobacco companies to fund a statewide ten-
17 year smoking cessation program, now operated by the trust, to be offered free of charge for
18 the benefit of over two hundred thousand Louisiana smokers who started smoking prior to
19 September 1, 1988, and comprise the *Scott* plaintiff class; and

1 WHEREAS, mindful of the limited duration of the program prescribed in the *Scott*
2 decision, the trust's leadership worked swiftly in late 2011 and early 2012 to launch the
3 program, and

4 WHEREAS, the trust enrolled its inaugural participants with the cooperation of Mary
5 Bird Perkins Cancer Center's smoking cessation counseling program in April, 2012, and
6 from that time to the date of filing of this Resolution has enrolled over twenty-seven
7 thousand seven hundred members in its smoking cessation programs, which include the
8 following four evidence-based components:

- 9 (1) Telephone quit-lines.
10 (2) Health system interventions.
11 (3) Intensive cessation programs.
12 (4) Reimbursement for nicotine-related treatments and prescription medications for
13 treating nicotine addiction; and

14 WHEREAS, the trust has enrolled participants from each of Louisiana's sixty-four
15 parishes and has averaged over one thousand four hundred applicants monthly in the first
16 three months of 2015, which is all the more remarkable considering that, pursuant to the
17 *Scott* decision, the trust is required to expend its resources exclusively on operating smoking
18 cessation programs, and may not utilize settlement funds for traditional advertising or
19 marketing activities; and

20 WHEREAS, beyond enrollment numbers, the successes of the trust can be seen in
21 testimonials available on its website, www.SmokeFreeLA.org, from the now-ex-smokers
22 across Louisiana who, with the help of the trust's free programs and services, fought and won
23 the battle to quit smoking.

24 THEREFORE, BE IT RESOLVED that the Legislature of Louisiana does hereby
25 recognize and commend the Smoking Cessation Trust for its dedicated efforts and valuable
26 work in combating smoking and improving public health in this state.

27 BE IT FURTHER RESOLVED that the Legislature of Louisiana does hereby
28 encourage all Louisianians who started smoking before September 1, 1988, and who have
29 a desire to beat their addiction to cigarettes, to visit www.SmokeFreeLA.org to learn how
30 the trust can help them in their quest to live smoke-free.

1 BE IT FURTHER RESOLVED that a suitable copy of this Resolution be transmitted
2 to the chairperson of the board and the executive director of the Smoking Cessation Trust.

DIGEST

The digest printed below was prepared by House Legislative Services. It constitutes no part of the legislative instrument. The keyword, one-liner, abstract, and digest do not constitute part of the law or proof or indicia of legislative intent. [R.S. 1:13(B) and 24:177(E)]

HCR 95 Original	2015 Regular Session	Hoffmann
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Recognizes and commends the Smoking Cessation Trust for its valuable work in combating smoking and improving public health in La.