

Louisiana Tobacco Free Living
Secondhand Smoke Media
Campaign 2010

Wednesday, March 24, 2010
Shawna Shields, Associate Director,
Tobacco Free Living (TFL)

The Louisiana Smoke-Free Air
Act (Act 815) has been in effect
for almost three years.

- Unfortunately, bars and casinos remain exempt from Act 815 and those who work in these environments are forced to endanger their health in order to make a living.

- In support of our ongoing “Let’s Be Totally Clear” campaign
www.letsbetotallyclear.org.
- The new campaign carries the theme of “Equal Air for All” and began on March 1, 2010.

Questions?

Thank you!
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- “Equal Air For All”**
- Television
 - Radio
 - Print
 - Outdoor Advertising

“Equal Air For All”

I DESERVE TO BREATHE
SMOKE-FREE AIR AT WORK,
JUST LIKE YOU DO.
LetsBeTotallyClear.org



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AIR
FOR ALL

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EQUAL
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YOU DON'T HAVE TO BREATHE
SECONDHAND SMOKE AT WORK.
WHY SHOULD I?
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- Website
– www.letsbetotallyclear.org
- Documentary
