



LEADERSHIP COUNCIL PROFILE

Representatives serving on the Leadership Council advise, assist, support and advocate on issues of strategic importance to the operations and functions of the SelfMade Health Network in fulfillment of its mission.



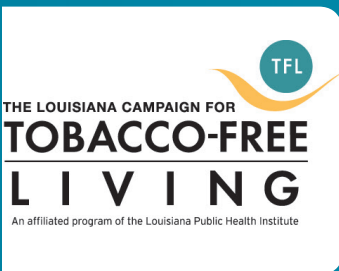
Tonia Moore, MSCHM

Director

The Louisiana Campaign for Tobacco-Free Living
Louisiana Public Health Institute

Ms. Tonia Moore serves as the Director of The Louisiana Campaign for Tobacco-Free Living (TFL) where she oversees a statewide, nonprofit tobacco control program dedicated to reducing tobacco use in Louisiana.

TFL works closely with the Louisiana's communities, stakeholders, municipalities, universities, youth, health care providers, and elected leaders to reduce health disparities statewide. The program aims to eliminate secondhand smoke in public areas and workplaces through comprehensive smokefree ordinances, and prevent young people from ever taking up the habit.



Ms. Moore has worked in tobacco control for eleven years with an initial focus in finance and program development, before finding her niche in policy development and relationship building with nontraditional partnerships. She now works diligently with statewide entities and local municipalities to ensure their localities are smokefree to protect everyone from the dangers of secondhand smoke.

Ms. Moore shares that one of her secrets to success is to customize and frame messages that resonates with each community. She believes this is especially important when connecting with vulnerable populations who are adversely affected by health disparities, including those with mental illnesses, African-Americans, low socioeconomic status, and the LGBTQ community.

“ I’ve had family pass away from smoking-related cancers. This is especially frustrating because these diagnoses are preventable. It is part of my mission to speak out for those who cannot and I will continue to do so. ”

Ms. Moore joined the SelfMade Health Network in September 2016. Ms. Moore has also served on the New Orleans Chapter of the National Black MBA Association since 2004.

The SelfMade Health Network is a member of the Center for Disease Control (CDC)'s consortium of national networks established to advance prevention efforts related to tobacco-related and cancer health disparities among vulnerable populations, specifically those with low socio-economic characteristics.