OCTOBER 15-16, 2015
STEERING COMMITTEE E-SUMMIT

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Be A Movement, Not a Market

Impact of tobacco in the LGBT community and tobacco industry targeting
Your presenters today:

› Jenna Wintemburg, Faculty Instructor, Department of Health Sciences, University of Missouri

› JamieLou Delavan, State Minority Health Specialist & Cultural Liaison, Idaho Department of Health & Welfare

› shor salkas, Community Coach at the Healthy Wisconsin Leadership Institute

› Juan Carlos Vega, Policy Manager, LGBT HealthLink
By the end of this session, you will be able to:

› Describe tobacco related disparities experienced by LGBTQ people
› Describe the role of the tobacco industry in creating disparities in tobacco use and exposure
› Identify ways to address LGBTQ tobacco related disparities
Who does the tobacco industry target?
Impact of tobacco on LGBTQ communities

Embedded in culture

› In the early 1990s the LGBT community began to build a more visible presence and stronger political voice.

› Corporations began to recognize the LGBT community as a consumer market.

› Tobacco companies were some of the first Pride Festival and LGBT magazine sponsors.
The LGBT community has to fight against prejudice and discrimination.

These politicians pursue an anti-gay agenda.

Tobacco companies donate money to ultra-conservative tobacco-state politicians.

Tobacco companies show their support by running ads in gay publications.

We return the favor by buying their cigarettes.

**HOW THEY GET US TO SCREW OURSELVES!**
Impact of tobacco on LGBTQ communities

<table>
<thead>
<tr>
<th></th>
<th>Overall</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>19%</td>
<td>21%</td>
<td>18%</td>
</tr>
<tr>
<td>African American</td>
<td>18%</td>
<td>22%</td>
<td>15%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>12%</td>
<td>17%</td>
<td>7%</td>
</tr>
<tr>
<td>American Indian/Alaskan Native</td>
<td>26%</td>
<td>32%</td>
<td>22%</td>
</tr>
<tr>
<td>Asian American/Pacific Islander</td>
<td>10%</td>
<td>32%</td>
<td>22%</td>
</tr>
<tr>
<td>LGBTQ</td>
<td>~33%</td>
<td>24-32%</td>
<td>29-44%</td>
</tr>
<tr>
<td>Youth</td>
<td>14%</td>
<td>16%</td>
<td>12%</td>
</tr>
</tbody>
</table>
Impact of tobacco on LGBTQ communities

› Prevalence of any type of current tobacco use is higher for LGBT adults (38.5%) compared to heterosexual adults (25.3%)
› Prevalence of cigar/cigarillo/small cigar smoking is 12.2% (6.5% hetero)
› Prevalence of hookah smoking is 6.1% (1.5% hetero)
› Among LGB youth, smoking rates are 38-59% (28-35% hetero)
Impact of tobacco on LGBTQ communities

High LGBTQ and minority group smoking rates
› 40-70% more likely to smoke than non-LGBT individuals

Annual LGBTQ and minority group deaths attributed to tobacco use
› Over 30,000 LGBT people die annually from tobacco-related diseases
It’s Time for Smoking to Come Out of the Closet

1964
**FIRST SURGEON GENERAL’S REPORT:** Smoking & Health establishes that smoking causes higher death rates from lung cancer, chronic bronchitis, emphysema, and cardiovascular diseases

1960s–1990s
24 additional Surgeon General’s Reports on smoking are released. ZERO MENTION LGBT

2001
Surgeon General’s Report
Women & Smoking mentions LGB SMOKING DISPARITY for the first time

2014
**LGBT CLEARLY DELINEATED** as a population experiencing tobacco disparities in the 50th Anniversary Surgeon General’s Report

33 TOTAL SURGEON GENERAL’S REPORTS ON SMOKING

3 MENTION LGB AND/OR T

Smoking is the LGBT Community’s Biggest Health Burden

$7.9 billion
Estimated annual LGBT money spent on cigarettes

20% U.S. Population
LGBT people smoke cigarettes at rates that are 50% HIGHER than the rest of the population.

33% LGBT Population

LIFE-YEARS LOST

12.3 smokers with HIV vs. 5.1 non-smokers with HIV

For citations and references, please visit http://bit.ly/SGH50LGBT

LGBTHEALTH.EQUITY.WORDPRESS.COM
Section 2: The Role of Big Tobacco--Tobacco Industry Marketing
How does the tobacco industry target LGBT communities and communities of color?

› Directed advertising

› Discounts and coupons

› Sponsorship of events and donations

› Product packaging and placement
How does the tobacco industry target LGBT communities and communities of color?

› Directed advertising

› Discounts and coupons

› Sponsorship of events and donations

› Product packaging and placement
Directed Advertising

› Placement in specific geographic regions/neighborhoods
  – Little cigars and cigarillos are more available and cheaper in African American neighborhoods

› Placement in magazines marketed to specific groups
  – The Advocate
  – Ebony
  – Out

› Content of advertisements
  – same-sex couples
  – specific cultural messaging
Targeted Advertising

- Who is this ad targeting?
- Why did the tobacco industry take the time to do this?
“Whenever someone yells, ‘That’s so gay,’ We’ll be there.”

› Who is this ad targeting?

› Why did the tobacco industry take the time to do this?
freedom. to speak.
to choose. to marry.
to participate. to be.
to disagree. to inhale.
to believe. to love.
to live. it’s all good.
Sponsorship of Events and Donations

› Sponsoring large scale community events
  – Pride Celebration
  – Juneteenth Celebrations
  – Native American ceremonies and dances

› Donating to community based agencies and non-profits who work in LGBT communities and communities of color
Why does corporate tobacco want to be present at community events?

Why did the tobacco industry take the time to do this?
Section 3: Solutions!
- Counter The Influence -
Monitor the Industry

**WARNING:** Smokeless tobacco is addictive.

**WARNING:** This product can cause gum disease and tooth loss.

**WARNING:** This product is not a safe alternative to cigarettes.
Respond
Presence in Sponsorship

Project Filter is a proud sponsor of the Boise Community Center.

The Community Center sponsors the Youth Alliance for Diversity (YAD). Join YAD members every Sunday from 4 - 6 pm at the Boise GLBT Community Center - 37th St. & Adams St., Garden City.

YAD works to provide:
• a safe environment that fosters education, socialization and a sense of unity within the community
• the opportunity for youth to meet and receive the support of other youth who are gay, lesbian, bisexual, transgender, questioning, or straight supportive
• the opportunity for youth to interact with positive adult role models
Integrate LGBT tailored efforts into larger campaigns
Get Bars on Board

We're not blowing smoke...
Cuz the Lucky Dog Tavern is Smoke-FREE!

The Lucky Dog Tavern invites you to celebrate with us on April 15

Live music by Blaze and Kelly

Drink Specials at the Bar

Let Project Filter help you celebrate your tobacco Quit Date at the Lucky Dog Tavern. Get a FREE 4-week supply of nicotine patches, gum or lozenges. Just call 1-800-Quit-Now or go to www.idaho.quitnet.com and sign up.

2223 Fairview Avenue, Boise
208.333.0074
Reject tobacco industry advertising, event sponsorships, and other promotions.

TCC Rejects Funding from Tobacco Industry

At a January board meeting, The Community Center (TCC) agreed not to accept any funding from tobacco manufacturers or distributors to benefit Diversity in the form of advertisements. The agreement was made with Project Filter, one of the largest advertisers in Diversity. The agreement was also made in acknowledgment that many tobacco manufacturers and distributors target the LGBT population.

The following is information from the National LGBT Tobacco Control Network:

LGBT communities are among the populations most severely impacted by tobacco use.

- LGBT people are almost 3 times more likely to smoke than non-LGBT people.
- In the largest, and most scientifically rigorous study to date, LGBT people smoke at rates almost 50% to 200% higher than the rest of the population.

This is one of the highest smoking rates even of all the disproportionately affected sub-populations.

- LGBT adolescents are taking up smoking at an alarming rate, in a national study 45% of females and 30% of males reporting same-sex attraction or behavior smoked. In comparison, only 29% of the rest of the youth smoked.

The American Cancer Society estimates that over 30,000 LGBT people die each year of tobacco-related diseases.

- Tobacco companies have targeted LGBT populations, compromising our communities’ work against this major health threat.

Tobacco companies offer an unknown amount of financial support to LGBT festivals, bars, media, and local organizations. Sometimes this money comes with conditions, for example, some gay bars are prohibited from allowing any anti-tobacco promotion onsite.

- As early supporters of LGBT causes, the Tobacco companies garnered appreciative community responses, since many other funders avoided LGBT issues.

An early Tobacco industry document described the plan for increasing sales among San Francisco’s gay and heterosexes populations; it was labeled “Project SCUM”.

Tobacco industry funding can compromise anti-tobacco activities by LGBT community organizations (for example, while major TV networks refused to air an ad exposing “Project SCUM,” the LGBT media watchdog group was talking tobacco industry money in support of their annual gala).

Negative health impacts of tobacco continue to be under-estimated.

- Up to 1/3 of people who smoke will die early as a result, losing an average of 30-50 years of their life.

Tobacco is the number one cause of mortality in this country.

In the United States, tobacco kills more people each day than AIDS, alcohol, car accidents, firearms, and illegal drugs combined.

Secondhand smoke may have added impact in the LGBT communities.

Emphasis on bars and restaurants as social opportunities for LGBT people create added exposure to secondhand smoke.

There is evidence that these laws may help reduce smoking among youths by making tobacco use socially unacceptable, this is especially needed to counter the alarming high rates of LGBT youth smoking.

Also, it has been hypothesized that LGBT people disproportionately work in the restaurant and bar industries, creating added exposure to high smoke environments.

LGBT people want clean indoor air.

A national survey by Harris Interactive found that nearly one out of respondents were more willing to pay extra to go to a bar that was smoke-free.

For more information on any of these facts, please contact Scott at lgbtobacco@gmail.com. This information was originally prepared by Scott and Donald Hockman on 1/10/05, with assistance from the Robert Wood Johnson Foundation, www.smokeyfree.net, the American Cancer Society, and the Campaign for Tobacco-Free Kids. It was updated in 2006 by Scout for the National LGBT Tobacco Control Network. See more information at www.lgbttobacco.org.
2015 E-Cig Pride Sponsorship in Florida
What does LGBT HealthLink do?

We link people and LGBT wellness information to promote adoption of best practices in health departments and community organizations. We are one of eight CDC-funded cancer and tobacco disparity networks.

We build community wellness through:
› Training
› Education
› Policy change
Best and Promising Practices for LGBT Tobacco Prevention and Control
2014 STATE SMOKING REPORT CARDS

Learn more about the Report Cards and our methodology.

ALABAMA: C
ALASKA: C+
ARIZONA: C+
ARKANSAS: B-
CALIFORNIA: B+
COLORADO: C+
CONNECTICUT: B
DELWARE: C
DISTRICT OF COLUMBIA: B-
FLORIDA: C-
GEORGIA: C+
HAWAII: C+
IDAHO: A
ILLINOIS: C-
INDIANA: C
IOWA: B-
# Sample Tobacco Report Card

<table>
<thead>
<tr>
<th>Task</th>
<th>Points Out of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Include LGBT community members in policy and planning for tobacco control</td>
<td>1 OUT OF 2 POINTS</td>
</tr>
<tr>
<td>Monitor impact of tobacco on the LGBT population</td>
<td>2 OUT OF 7 POINTS</td>
</tr>
<tr>
<td>Establish cultural competency standards for statewide tobacco control programs</td>
<td>1 OUT OF 4 POINTS</td>
</tr>
<tr>
<td>Fund community-based tobacco control programs</td>
<td>0 OUT OF 4 POINTS</td>
</tr>
<tr>
<td>Routinely integrate LGBT tailored efforts into larger campaigns for tobacco control</td>
<td>0 OUT OF 2 POINTS</td>
</tr>
<tr>
<td>Disseminate findings and lessons learned about LGBT tobacco control</td>
<td>0 OUT OF 1 POINT</td>
</tr>
<tr>
<td>Utilize LGBT HealthLink resources in the last year</td>
<td>0.5 EXTRA CREDIT POINT(S)</td>
</tr>
</tbody>
</table>

**Total Score:** 4.5 OUT OF 20 POINTS

- **Grade:** C
- **Status:** NEEDS IMPROVEMENT
What We Offer…

› In-person trainings, webinars, and TA
› Needs assessment model
› Sample non discrimination policies
› LGBT educational posters and for co-branding
› News and awareness
› Share your story in our blog! Checkout what other state programs are doing to reach out to LGBT communities!
› Coming soon: Cancer action plan
› Coming soon: Best and promising practices for cancer in LGBT communities
Help you adapt to LGBT audience

Happy International Kissing Day!
Smoking causes stained teeth and bad breath. Keep your breath fresh by going smokefree.

Happy International Kissing Day!
Even if you're more "chapstick" than "lipstick"...
Connect with CDC and National Resources
Reach Out at the Local Level: LGBT Community Center

Community Centers are an excellent first connection...

• Approx. 180 LGBT community centers
• Existing and established community relationships
• Substance-abuse programs, resources and referrals
Like HealthLink?

We’re Launching a Free Membership Program Open to All. Learn More:

http://tinyurl.com/joinhealthlink

Link with us:

Web: http://www.lgbthealthlink.org/
Blog: http://blog.lgbthealthlink.org/
Facebook: LGBT HealthLink
Twitter: @LGBTHealthLink
E-mail: healthlink@lgbtcenters.org
Phone: (954) 765-6024