Innovative Approaches to Tobacco Control: Tackling Tobacco as a Social Justice Issue

LGBT HealthLink, a program of CenterLink Community Advisory Council 2017 E-Summit, Session 2
Monday, May 15, 2017, 4pm EST
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The following faculty speakers, moderators, and planning committee members have disclosed they have no financial interest/arrangement or affiliation with any commercial companies who have provided products or services relating to their presentation(s) or commercial support for this continuing medical education activity:

Mollie E. Alleshire, DNP, MSN, Brad Belnap, Keisa L. Bennett, MD, MPH, Richard Burns, Anthony R. Campo, MA, BA, Robert Crane, MD, Kristen Emory, PhD, Amanda Fallin-Bennett, PhD, RN, Naomi Goldberg, Larry Kairaiuak, Elizabeth Kind, Gil Lorenzo, Amy Lukowski, Psy.D, Ana Maria Machado, MPH, Jamie Magee, Archana Maini, MD, Loui Marven, Michelle A Marzullo, PhD, MA, BA, Jennifer Matekuare, Eliza Muse, Shor Salkas, MPH, AsherLev Santos, PhD, MPIA, Catherine Saucedo, Adrian Shanker, Donna Solomon-Carter, Julia Thorsness, Regina Washington, DrPH, and Jenna Wintemberg.

The following individuals have disclosed a relevant financial interest/arrangement or affiliation with a commercial interest who provides products or services relating to their presentation(s) in the continuing education activity. All conflicts of interest have been resolved in accordance with the ACCME Standards for Commercial Support:

Sheryl Zayas, DO - Gilead
Giving Kids Space: Tobacco 21

LGBT HealthLink - Tobacco as an Issue of Social Justice

Rob Crane, MD
OSU Department of Family Medicine
Preventing Tobacco Addiction Foundation (PTAF.org)
Louie Marven
Executive Director
LGBT Center of Central PA
Smoke-Free LGBT Centers

- Eliminating tobacco disparity
- Partnerships:
  - Health Promotion Council
  - Pennsylvania Department of Health
  - CenterLink/LGBT HealthLink
  - Other PA Centers: Bradbury-Sullivan LGBT Community Center
Smoke-Free LGBT Centers

- Raising awareness: getting our communities to recognize smoking as an LGBT issue
  - Print materials and promo items
  - Social media
  - Ads and PSAs
  - Youth programs
  - Smoke-Free Pride Festivals
DID YOU KNOW?
LGBT people smoke at rates over 50% higher than non-LGBT people, and up to 1/2 of people who smoke die early as a result.

YOUR HEALTH MATTERS.

TOBACCO CAUSES MORE DEATHS THAN AIDS, DRUGS, BREAST CANCER AND GAY BASHING COMBINED.

BISEXUAL people have higher smoking rates than people of ANY OTHER sexual orientation.

YOUR HEALTH MATTERS.
La salud LGBT importa

¿Sabia usted
Que la gente gay, lesbiana, bisexual y transgénero fuma tabaco a un nivel por encima del cincuenta por ciento más alto que los que no lo son y como resultado, hasta la mitad de la gente que fuma muere temprano?

La salud LGBT importa
Aprecia cómo el tabaco afecta a la comunidad LGBT.

public service announcement courtesy of
Bradbury-Sullivan LGBT Community Center

Spanish language LGBT tobacco awareness ad 2015

Bradbury-Sullivan LGBT Community Center

Published on Jun 17, 2015
public service announcement on La Ola Radio sponsored by Bradbury-Sullivan LGBT Community Center
Smoke-Free LGBT Centers

- Messaging in schools/colleges, bars, faith communities, arts communities, businesses frequented by LGBT people
- Educational tables at LGBT events
- Direct education about the dangers of smoking
Smoke-Free LGBT Centers

- Connecting tobacco prevention to youth programming
- Smoking as a social justice issue
- LGBTQ youth leadership
Smoke-Free Pride Festivals

● Policy change (or addition)
● Communicating smoke-free policy
  ○ In event marketing
  ○ On event signage
  ○ Announcements during program
Reading Pride Celebration 2015 is Smoke Free

Reading Pride Celebration (RPC) is proud to support LGBT community health, and is proud that our pride festival will be designated as smoke free this year! This is made possible thanks to a grant that our friends at Bradbury-Sullivan LGBT Community Center received from the PA Department of Health to raise awareness about the effects of tobacco on the LGBT Community.

Also as part of that grant, Bradbury-Sullivan Center is conducting a survey of LGBT-identified people in the Greater Lehigh Valley. We encourage our supporters to participate! It takes about 10-minutes, and results will be used to determine the need for future LGBT health programs in our region. https://www.surveymonkey.com/s/BradSullNeedsAssess

Richard Spangler, President

A Sponsor of RPC 2015:

BRADBURY-SULLIVAN
LGBT COMMUNITY CENTER
Serving the LGBT Community of the Greater Lehigh Valley
WELCOME TO LANCASTER PRIDE 2015
A SMOKE FREE EVENT

DID YOU KNOW?
LGBT people smoke at rates over 50% higher than non-LGBT people, and up to 1/2 of people who smoke die early as a result. LGBT health matters. Learn how tobacco impacts LGBT people.
WELCOME TO A SMOKE-FREE LGBT COMMUNITY EVENT

DID YOU KNOW?
LGBT people smoke at rates over 50% higher than non-LGBT people, and up to 5% of people who smoke die early as a result. Your health matters. Learn how tobacco affects...
Contact Information

Louie Marven
Executive Director
LGBT Center of Central PA
(717) 920-9534
lmarven@centralpalgbtcenter.org
E-cigarette Marketing: A Social Justice Issue

Amanda Fallin-Bennett, PhD, RN
Assistant Professor
What is social justice?

The right of every person, regardless of circumstance, to have equal opportunity to achieve the best possible health outcomes
What are social justice issues?

1. Affect a minority of the population
2. Result from an arrangement providing substantial benefits to the majority or a powerful minority of citizens
A powerful minority of citizens

A Frank Statement
to Cigarette Smokers

We accept an interest in people's health as a basic responsibility, paramount to every other consideration in our business.

We believe the products we make are not injurious to health.

We always have and always will cooperate closely with those whose task it is to safeguard the public health.
A powerful minority of citizens
So, where are now?

A Brave New World?
A Brave New World?

E-cigarette use among youth is rising as e-cigarette advertising grows

...or Back to the Future?
“The Doctors”, 2010

Camel, 1946
Lucky Strike, nd

Blu, 2013
Here's to women who can light their own cigarette.

Winston, 1998

Rewrite The Rules.

FIN

Electronic Cigarettes

Fin, 2013
E-cigarette Advertising Targeting the LGBT Community
Partner with Trusted Community Organizations

Fallin & Davis, 2016
Partner with Trusted Community Organizations

COUNCIL AGENDA: 6-2-15
ITEM: 2.8

Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Richard Doyle
City Attorney

SUBJECT: “Butt Out of Our Bars” Tobacco Product Sampling Regulation

DATE: May 21, 2015

RECOMMENDATION

Approve an ordinance of the City of San José amending Title 9 of the San José Municipal Code to add a new Chapter 9.46 to regulate tobacco product sampling.

OUTCOME

The recommended action will prohibit the distribution of coupons or nominal cost tobacco products, including electronic cigarettes, at any place within the City of San José that is generally open to the public.

Fallin & Davis, 2016
Public Health As Social Justice
Tobacco Control is a Social Justice Issue

- Tobacco use is highest among vulnerable populations
- Population health equity is a goal of public health
- Partnerships with trusted community organizations are needed to reduce tobacco related disparities

Contact Me: Amanda Fallin-Bennett
atfall2@uky.edu
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www.myLgbthealthlink.org

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• Scholarships to help support and promote leadership in LGBT health
• Members-only online networking groups
• Exclusive webinars and resources
• Co-branding opportunities

Contact us: HealthLink@lgbtcenters.org

Web: http://www.lgbthealthlink.org
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