ENGAGING THE LGBT COMMUNITY IN PREVENTION

Presented by:
Athena Ramos
Ariss Rogel-Mendoza

February 6, 2014
Breaking Down the Acronym “LGBT”

L  Lesbian
G  Gay
B  Bisexual
T  Transgender
Q  Queer/Questioning
I  Intersex
A  Asexual/Ally
Gender vs. Sex vs. Identity

• **Gender** – Traditional behavioral differences between sexes as defined by a culture.

• **Sex** – Biological and anatomical description of a person. Can be either male, female, or intersex.

• **Gender Identity** – How a person feels about their own gender.

Healthy People 2020

Improve the health, safety, and well-being of lesbian, gay, bisexual, and transgender (LGBT) individuals.

The National Network for LGBT Health Equity

The Network for LGBT Health Equity is a community-driven network of advocates and professionals looking to enhance LGBT health by eliminating tobacco use and other health disparities within our communities.

A grassroots Network: Igniting and channeling passion through facilitating effective collaboration, communication, mobilization and advocacy, and public policy to create more socially just and healthier communities for LGBTQ people.

SOURCE: http://lgbthealthequity.wordpress.com/
Top Reasons Why Tobacco Control Is Important in the LGBT Community

• LGBT people have been targeted by the Tobacco Industry.
• Interventions to counter tobacco use are not always culturally tailored for the LGBT communities.
• The LGBT communities smoke at rates 40%-almost 200% higher than the general population.
• It is the number one public health threat to the LGBT community!
• Tobacco control is a cutting edge social justice issue!

SOURCE: http://lgbthealthequity.wordpress.com/
National LGBT Tobacco Use Prevalence Rates

- Smoking for the overall LGBT population is almost double that of the general population.
- 32.8% of LGBT adults smoke.
- LGBT Youth smoke at 38%-59%.
- Lesbian and bisexual girls are 9.7 times more likely to smoke.
- Bans on smoking are less common in LGBT households.
- The American Cancer Society estimates that over 30,000 LGBT people die each year of tobacco related diseases.
Local LGBT Tobacco Use Prevalence Rates

- Approximately 26% of respondents smoked every day.
- About 2% chewed tobacco.
- Almost half of respondents (46.4%) reported smoking 100 cigarettes in their life.
- 1 in 5 smokers had attempted quitting in the past year.
Factors Affecting Usage within the LGBT Community

Psychological Factors

• Stigma and discrimination
• Family and social rejection
• Minority stress

Social and Environmental Factors

• Seeking acceptance
• Patronage of bars and clubs
• Direct targeting to LGBT consumers by tobacco industry, adding to tobacco myths
• Social and economic limitations
LGBT Population - A Prime TARGET for the Tobacco Industry

• Corporations recognize LGBT as viable consumer market.

• Tobacco companies recognize stigma towards LGBT individuals, their anxiety, and behavioral responses including tobacco use.

• Targeted marketing include: outdoor advertising, ads in LGBT press, nightclub and bar promotions, and sponsorship/support of LGBT organizations and events.
Any positive or neutral depiction of smoking, normalizes and encourages smoking.

-Legacy Foundation
PARLIAMENT
Menthol Lights

Perfect Beings

GAMBL and
the bad juju lounge
present
gayPride
Sunday, August 27th

Come on by after the parade and see what
surprises we have in store for you.
(No promises on 14 lifts...)

Join us for breakfast
before the parade.

21+ for all.

113 S 11th Ave,
206.308.9951

UNIVERSITY OF NEBRASKA MEDICAL CENTER unmc.edu
Instead of being an issue of rights and freedom, tobacco use should be viewed as a serious community/public health issue of addiction, disease, and social justice.
“...now that the proof has been laid out, add LGBT people to the official definition of health disparity populations.”

-Dr. Scout
The Beginning

• Based on national conversations, national and local statistics, and local discussions – a need to engage the LGBT community was identified.

• UNMC Center for Reducing Health Disparities had been participating in local events such as PRIDE and other community events as a way to engage the LGBT community.

• Sought funding for and hired an Outreach Project Associate to focus attention on the needs of this population and design an outreach and education initiative.
Our Job: Changing Perception & Increasing Awareness

“Even with these astonishing high prevalence rates. Tobacco isn’t considered to be a pressing health issue by LGBT community leaders.”

SOURCE: National LGBT Tobacco Control Network, 2006
Expanding WHO’s MPOWER

M  Monitor tobacco use and prevention policies
P  Protect people from tobacco smoke
O  Offer help to quit tobacco use
W  Warn about the dangers of tobacco
E  Enforce bans on advertising, promotion, and sponsorship
R  Raise taxes on tobacco
E  Evaluate programs and disseminate findings
D  Diversify the movement

National Network for LGBT Health Equity, SOURCE: http://lgbthealthequity.wordpress.com/
Omaha Initiatives

• Co-hosted Human Rights Campaign Retreat with PFLAG to train individuals on LGBT cultural competency
• Latinas, Tabaco, y Cáncer (LTC) assisted in developing the first ‘Smokeless Diva Pageant’ by partnering with Flixx (local gay bar)
• Consistent “Rent Smoke-Free” advertising in Rainbow Outreach’s Gayzette (local newsletter)
• Collaboration with Heartland Pride to create tobacco-free environments
• Develop and conduct various culturally tailored educational presentations on tobacco and secondhand smoke with the LGBT community at partner organizations’ activities
Smokeless Diva Drag Pageant

Saturday
April 13, 2013
NEBRASKA TRAVELOGUE: SMOKELESS DIVA DRAG PAGEANT?

Posted on April 15, 2013 by Dr. Scout

Scout, Ph.D.
Director, The Fenway Institute’s Network for LGBT Health Equity

Uh-oh met the great tobacco team over at U of Nebraska Medical Center and boy have they upped the game! Little did I know they already have an LGBT outreach person working on tobacco control, the great Ariss Rogel Mendoza. And our old friend Antonia Correa has been running a great Latinas Tabaco y Cancer group. And some of the Latina group were major drivers in organizing last weekend’s... no, I’m not lying... Smokeless Diva Drag Pageant. Wow! How many other states have community level LGBT tobacco control activities now? And the stories from it were great, the winner’s father died of lung cancer, so she went all out, even making dresses incorporating bits & pieces of tobacco marketing materials.

So if they’re already running tobacco control drag pageants here in Nebraska, my only question is... how in the world do I help move them forward?

Ariss, Antonia, & Athena – the Latina powerteam working on tobacco a U Nebraska Med Ctr – Ctr on Disparities.
Smokeless Diva Drag Pageant
Smokeless Diva 2013 Speaks
Tobacco-Free Awareness at Pride
LGBT Community Endorses Tobacco-Free Environments

2012 Heartland Pride Festival Findings

• 79% of respondents do not allow smoking inside their home.

• 97% said they have a right to breathe clean air.

• 68% agreed that they would vote for a smoke-free parks policy.

SOURCE: Creighton Cardiac Center’s Heartland Pride Festival Survey, 2012
LGBT Community Endorses Tobacco-Free Environments

2013 Heartland Pride Festival Findings

- 82% of respondents do not allow smoking inside their home.
- 98% said they have a right to breathe clean air.
- 77% agreed that they would vote for a smoke-free parks policy.

SOURCE: Creighton Cardiac Center/UNMC Center for Reducing Health Disparities, Heartland Pride Festival Survey, 2013
LGBT Community Endorses Tobacco-Free Environments

Heartland Pride Festival Findings
83% of respondents support making the PRIDE Festival smoke-free. (Question was not asked in 2012)

SOURCE: Creighton Cardiac Center/UNMC Center for Reducing Health Disparities, Heartland Pride Festival Survey, 2013
Smoking Status by Sexual Orientation 2012 and 2013

Support for smoke-free parks policy

- LGBT support increased (65% to 76%) from 2012 to 2013.
- Heterosexual support increased (73% to 80%) from 2012 to 2013.

Support for smoke-free parks similar regardless of sexual orientation.

SOURCE: Creighton Cardiac Center/UNMC Center for Reducing Health Disparities, Heartland Pride Festival Survey, 2013
Best Practices for Outreach

• Create a culture of respect and a welcoming environment

• Understand your audience
  – Values, needs, experiences
  – Communication mediums
  – Trusted information sources

• Find ways to highlight your openness (ie. pictures, non-discrimination statements, etc.)
Best Practices for Outreach

- Use gender neutral statements
- Understand the appropriate use of pronouns
- Run PSAs or paid media in LGBT media
- Participate in LGBT community events
- Be an advocate for the LGBT community – not just in substance abuse prevention
EQUALITY is HEALTHY

Support a Smoke Free and Prejudice Free Community!
[next steps]
Next Steps: Listen & Learn

• Use the National Network for LGBT Health Equity as a resource.
• Collaborate with local universities for appropriate data and expertise.
• Learn about LGBT Health from credible sources: Fenway Health, American Legacy Foundation, etc.
• Listen to local LGBT organizations and understand their concerns and how you may be able to be a resource.
Next Steps: Build Community Support

- Build and grow relationships with LGBT-serving organizations and LGBT allies.
- Educate all segments of our society regarding sexual orientations and gender diversity to shift our social and cultural norms and behaviors toward LGBT communities.
- Raise awareness in LGBT communities about the health effects of tobacco use and the tobacco industry’s marketing strategies through culturally tailored media campaigns.

Next Steps: Build Community Support

• Publish information and/or counter advertising in local LGBT publications.
• Develop a core educational series to focus on LGBT health and tobacco for coalition members and the community-at-large.
• Build the research base and advocate for appropriate data collection and publication.
• Enforcing tobacco-free environments, particularly in restaurants and bars and at LGBT-oriented community events.
Next Steps: Enhance Community Capacity

- Provide technical assistance for a tobacco-free/smoke-free PRIDE festival.
- Develop a cadre of LGBT leaders and organizations who are armed with accurate information who can educate their own constituents and peers.
For more information:
Athena Ramos, MS, MBA, CPM
Program Coordinator
Center for Reducing Health Disparities
(402) 559-2095
aramos@unmc.edu

Ariss Rogel Mendoza, BS
Outreach Project Associate
Center for Reducing Health Disparities
(402) 559-9662
Diana.rogelmendoza@unmc.edu