

# Tobacco Prevention and Cessation in the LGBTQ+ Community

NACCHO  
National LGBT Cancer Network  
Austin Public Health

# Housekeeping

- All participants are in listen-only mode
- Please enter any questions in the chat box – we will get to them in the Q&A
- This webinar is being recorded, and the recording and slides will be sent out post webinar
- If you are having technical or audio issues, please use the chat box to reach out to myself or Stephanie Weiss

# Agenda

Welcome

Dan Hamilton, NACCHO

Bryce Kahari, National LGBT Cancer Network

Era Steinfeld, Austin Public Health

Shimarah Mehrotra, Austin Public Health

# Learning Objectives

- Understand the problems associated with tobacco use in the LGBTQ+ community
- Understand how to effectively reach out to the LGBTQ+ community for tobacco use prevention and cessation
- Understand what resources are available to address LGBTQ+ tobacco use and where these resources can be found

# NACCHO's Mission

NACCHO is comprised of nearly **3,000 local health departments** across the United States. Our mission is to serve as a **leader, partner, catalyst,** and **voice** with local health departments.

*There's value in belonging*



Learn more by viewing a [short video](#) available on our website.

# National LGBT Cancer Network Speaker



Bryce Kahari, (he/him/his)

# LGBTQ+ Communities & Tobacco

October 18, NACCHO Webinar

national  
lgbt  
cancer  
network

ADVOCATING FOR HEALTH EQUALITY



**Bryce Kahari (he/him)**

Project Specialist

**National LGBT Cancer Network**

**Field:** Worked in Tobacco Control for 10 years

**Passions:** Editor-in-chief of online poetry competition, Poet, Passionate about community engagement and racial justice.

national  
lgbt  
cancer  
network

ADVOCATING FOR HEALTH EQUALITY



# Who We Are

national  
lgbt  
cancer  
network

ADVOCATING FOR HEALTH EQUALITY

1

## **EDUCATING**

our communities about  
our increased cancer risks  
and the importance  
of screenings

2

## **ADVOCATING**

for LGBTQI+  
engagement  
in mainstream  
cancer organizations,  
the media  
and research

3

## **TRAINING**

public health  
and  
health care  
providers to be more  
welcoming to us



1 AS  
OF 8  
DISPARITY  
NETWORKS

We assess  
the field to ID  
knowledge  
gaps

We offer  
trainings to all

We create and  
find knowledge  
pieces to  
disseminate

We build  
partnerships &  
connections  
between  
members

We offer  
technical  
assistance to  
members

We create  
and advise  
on media  
strategies

# NEWSLETTERS

**DRUMROLL PLEASE! ANNOUNCING THE LGBTQ+ COLORECTAL CANCER TOOLKIT!**

## DIGNITY & JUSTICE TO THE FRONT! CANCER SCREENING IN THE BACK



If you're 45 or older, there is a new kind of booty call you should DEFINITELY answer.

People of all genders should be screened for colorectal cancer.

With regular screening, doctors can prevent colon cancer.

Listen to your gut! Colorectal cancer is a leading cause of death among Asian Americans, Native Hawaiians, and Pacific Islanders.

Get the facts and wellness screening information. To learn more about the toolkit for colorectal cancer and screening options visit: [Health4ColorectalCancer.org](http://Health4ColorectalCancer.org)

We've been working for the last six months on developing a new resource for one of the most common types of cancer and it is finally ready! We are extremely proud to announce the launch of our **Colorectal Cancer Toolkit!**

Visit the microsite for more information on risk reduction, medical providers, as well as tips and information on survivorship. This one more resource we're building to make sure cancer centers

**national lgbt cancer network**  
ADVOCATING FOR HEALTH EQUALITY

**QUEER AUTHENTICITY TO THE FRONT!**



Hello theydies and gentletheys!

**#PRIDE2022** keeps rolling fast! Since last week's newsletter we've done trainings for the following entities:

- The Smoking Leadership Cessation Center & GLMA;
- The American College of Radiology - Breast Cancer Screening Leaders Group;
- The Memorial Sloan Kettering Cancer Center; and
- The Fred Hutch Cancer Research Center!

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**CELEBRATING LGBTQ+ LIVES ALL YEAR ROUND!**



Here at the Network, we fight for queer and trans lives all year round but we're hustling super hard this month! Since just last week's newsletter we've given even more presentations to organizations across the country, including:

- The University of Texas Southwestern Cancer Center;
- National Tobacco Control Program;
- AIDS Foundation Chicago; and
- New Jersey Prevention Network.

Did you miss these? There's still one more chance to catch us and our



# Join Our Network



- ❖ Training & technical assistance
- ❖ Connecting & capacity building
- ❖ Opportunities for networking
- ❖ Tailored media & educational resources

**Join Over 450 Organizations**



# Tobacco Targeting



# LGBTQ+ Menthol Advertising

**SLIM LIGHTS**  
New from Newport.  
Your style of pleasure.

10 mg "tar," 0.9 mg nicotine av. per cigarette by FTC Method.

**SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.**

Newport SLIM LIGHTS

**PARLIAMENT**  
*Menthol Lights*

PERFECT RECESS

**SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.**

**BREAK FREE**

**TAKE PRIDE IN YOUR FLAVOR**

Enjoy smoke-free, spit-free, drama-free tobacco that's packed in a pouch for great tasting, long-lasting anytime enjoyment.

Camel SNUS—the pleasure's all yours.

om®  
TO AID 21+ TOBACCO CONSUMERS



# VAPORFI IS PROUD TO BE A SPONSOR AT THE 2014 MIAMI BEACH GAY PRIDE FESTIVAL!

**CAMEL**  
**THE ORIGINALS**  
A NEW SERIES ON THE HUMP  
CELEBRATING FRESH PERSPECTIVES  
AND THE ART OF EVOLUTION.

EPISODE 4: BAMBI BANKS  
**THE DRAG QUEEN**



WATCH HOW THE ULTIMATE QUEEN BAMBI BANKS  
KEEPS RAISING THE BAR (AND HEEL HEIGHT)  
IN THE DRAG WORLD.

WATCH NOW →



NJOY  
June 2, 2014 · @  
Happy LGBT Pride Month from your friends at NJOY!  
<http://www.njoy.com>

TAKE PRIDE IN ALL YOU DO.



NJOY

Like · Comment · Share · 7





# Tobacco Industry Marketing and Influence

- Tobacco companies advertise at LGBTQ+ community events and contribute and to HIV/AIDS organizations.

**40% higher  
rates of cigarette smoking**

**THE HILL VIRTUALLY LIVE**

**Sponsors:**

**Capital One**

**PRIDE IS POWERFUL**

**PHILIP MORRIS INTERNATIONAL**

Join [unclear] d-

fought wins and the road still ahead for the issues most affecting the LGBTQ+ community.



## LGBTQ+ folx are more likely to smoke, and...

- Smoke more than the general population
- Use menthol tobacco products more than non-LGBTQ+ people
- See more tobacco product ads than non-LGBTQ+ people





# At the Intersection...



- Latinx populations have the 2nd highest menthol use rates of all races.
- Gay Black men face greater smoking-related health risks.
- 70% of LGBTQ youth who smoke prefer menthol.
- Rates of vaping typically higher among BIPOC youth than white youth.





# Tobacco Use & LGB Communities

- About 1 in 5 LGB adults smoke cigarettes compared with about 1 in 6 heterosexual/straight adults.
- Most smokers begin using tobacco before age 18.
- We do not rate it as an important health issue; Epidemiologically it is our #1 health issue.



# Tobacco Use & Transgender Communities

- 50% higher smoking rates
- Nicotine use correlates with other life stressors.
- The transgender population is considered especially vulnerable.
- 5 times higher odds of past 30-day e-cigarette use





# Impact



**I'm not cutting anymore, but I switched to smoking which essentially did the same thing.**

**- Sam, New York**



## Best & Promising Practices

This list was originally compiled by over 30 LGBTQ public health professionals in 2007; it has been updated and undergone expert review several times since. These practices have formed the basis for our technical assistance for years. They also are the backbone of our own program evaluation; we are successful as a project if we spur better performance on these measures.

- 1 Promote LGBTQ professional safety and leadership in public health.**  
The first resource for LGBTQ expertise is your own staff. Are LGBTQ staff valued? Have you formed an internal advisory group to assist with agency engagement?
- 2 Include LGBTQ community members in policy planning steps.**  
The second resource for LGBTQ expertise is local community leadership. Do you routinely make sure we are represented on advisory bodies and review groups? Do you ask the same of grantees?
- 3 Monitor impact of tobacco/cancer on LGBTQ populations.**  
In the past two years, 35 states have included LGBTQ measures on their Behavioral Risk Factor Surveillance Survey; including these measures as key demographic variables is becoming routine. Have you asked your state BRFSS to collect these data? Have you fielded community surveys? Do you ask grantees to report LGBTQ measures in program data? Do you urge clinicians to collect these data in health records?
- 4 Establish cultural competency standards for agency and agency-funded programs.**  
Do LGBTQ persons know that your program is welcoming? How would we find this out? If it is not clear, we can presume a program is not welcoming.
- 5 Fund community-based programs.**  
Local community-based organizations are the best experts in behavior change in this population; funding these organizations directly consistently achieves the greatest level of community engagement.
- 6 Routinely integrate LGBTQ tailored materials into larger campaigns.**  
Do your full population campaigns routinely integrate LGBTQ-welcoming materials and practices? Do you ask grantees to do the same?
- 7 Disseminate findings and lessons learned.**  
Google "Hawaii LGBTQ data" to find an excellent example of a state disseminating findings from their own data collection. Be sure to disseminate lessons learned as well; ask us how we can write up a case study of lessons learned and put it on our resource library. Your lessons help others move faster.

# Best & Promising Practices



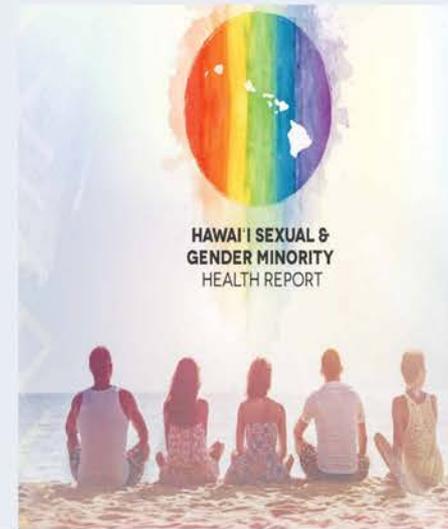
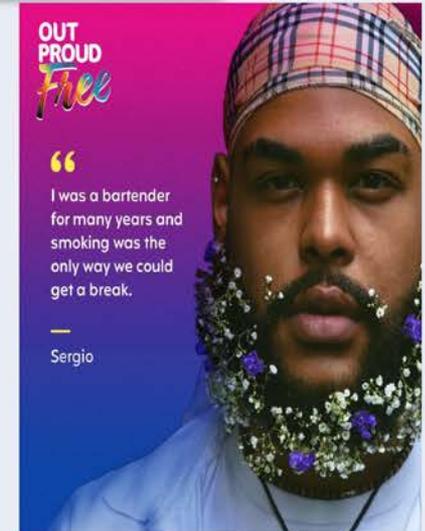
# Making Tobacco Relevant

- Starting from a place of health equity
- Address social determinants of health and other factors that influence tobacco related disparities
- Community engagement
  - Building support for tobacco control in LGBTQ communities, without imposed solutions
  - Investment of time and resources



# Systems and Practices

1. Require **LGBTQ+ Cultural Humility Training** for everyone at your organization.
2. **Collect data** on LGBTQ+ communities
3. **Give back!** Disseminate findings from the data you collect back to LGBTQ+ communities.
4. Create and distribute **LGBTQ+ Tailored information** and services.





# Resources



## Quitting is an Act of Self-Love

A guide to helping you reimagine  
a smoke-free future.

Call the Quitline

# Outlast Tobacco

We understand that quitting smoking is one of the hardest things you can do. We're not here to judge. Here are some supportive tools to help you take the first step.

# WELCOMING SPACES

Treating Your  
LGBTQ+ Patients



Society of Gynecologic Oncology



## Main Modules

- ❖ Terminology and Pronouns
- ❖ Root Causes of Health Disparities
- ❖ Health Disparities and Cancer experiences
- ❖ Creating a Welcoming Environment
- ❖ Overcoming Barriers and Utilizing EHRs

## Transg Gyn/Onc Clinical Care

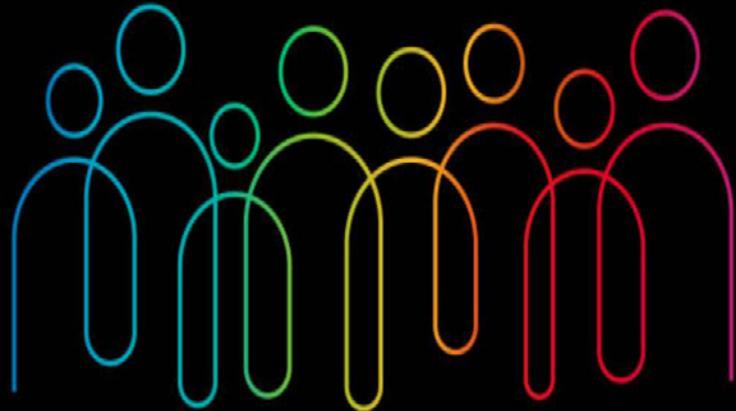
- ❖ Trans Gyn Cancer
- ❖ Hormone Management
- ❖ Care & Survivorship

**Free for 2022**

**Full CE/CMEs**

CLLU

## Cancer Leaders Like Us



national  
lgbt  
cancer  
network  
ADVOCATING FOR HEALTH EQUALITY

## Mentorship Program

- Career talks
- Skills building
- Networking opportunities
- Internships

Fill out our interest form if you want more information.



# Are you a fan?



**NOMINATE  
YOUR  
FAVORITE  
NONPROFIT**

 **NOMINATE TODAY! ▶**

DEADLINE OCTOBER 31, 2021



Thank you. For more information contact us at [info@cancer-network.org](mailto:info@cancer-network.org)  
or visit [cancer-network.org](http://cancer-network.org)

# Austin Public Health Speakers



Era Steinfield (she/her)

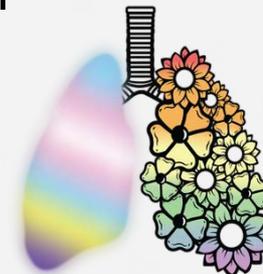


Shimarah Mehrotra (she/her)

# Breathe With Pride: Addressing Tobacco Use in LGBTQIA+ Communities

Era Steinfeld (she/her), MA  
Program Coordinator | Austin Public Health

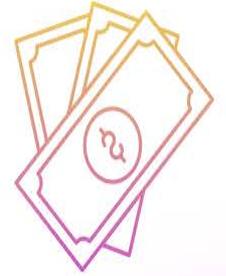
Shimarah Mehrotra (she/her), MPH, CPH  
Public Health Educator | Austin Public Health



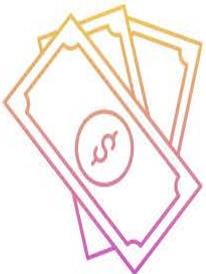
**BREATHÉ**  
WITH  
**PRIDE**

**APH** Austin  
Public  
Health  
PREVENT. PROMOTE. PROTECT.

# Funding



- Funding comes from a passthrough grant from the CDC through the Texas Department of State Health Services (DSHS)
  - Disparity-centered work
  - CDC awarded DSHS the funds in 2020
- Restrictions!
  - No branded swag - support from community partners
  - Community Advisory Board - "community consultants"
  - Sub-contracts - organizations poised to support our work



# Breathe With Pride



Vision and mission: The vision of this program is to increase the overall health and wellness of LGBTQIA+ communities. The mission is to reduce tobacco-related health disparities within LGBTQIA+ communities in Austin/Travis County.

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How do we do this?



Community-  
building



Health education  
and outreach



Health policy and  
practice

# Community partnerships help us...

- reach more members of the LGBTQ+ community
- make our work more intersectional and holistic
- support organizations and build trusting relationships with community members
- create and refine our workplan
- expand access to health education resources and SWAG

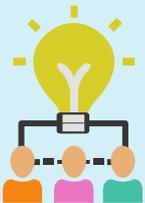


The University of Texas at Austin  
Educational Psychology  
College of Education

# Breathe With Pride: Community Building

Building and sustaining our Coalition:

- Organic queer and trans community connections developed over time
- ~30 members total (ebbs and flows)
- Community Advisory Board members who are influential leaders, artists, activists, and professionals
- Host monthly meetings



- 
- Spend time getting to know the local organizations
  - Know your strengths! And play to them.
  - Ask for support! Our communities are eager to connect and help.
  - Support queer and trans programming - however you can!

# Breathe With Pride: Community Building, Cont.

How does the Coalition support our program?



- Accountability - ensure this program remains community-driven
- Provide feedback for development of health education projects
  - assist with outreach and dissemination of health education materials
- Connect us with more outreach and community-building opportunities
- Increase visibility of program within members' networks

# Health Education Resources

- Four health education posters (available in English and Spanish)
- Two video PSAs ft. local community members (subtitled in English and Spanish)
  - Everyone was financially compensated
- Coloring and activity book

# WHAT'S TOBACCO GOT TO DO WITH **TRANSITIONING?**

**SMOKING TOBACCO CAN REDUCE OR COMPLETELY CANCEL THE EFFECTS OF SOME HORMONE REPLACEMENT THERAPY.<sup>1</sup>**



## WHAT ABOUT GENDER-AFFIRMING SURGERIES?

**QUITTING SMOKING AND E-CIGARETTE USE BEFORE HAVING SURGERY CAN HELP PREVENT INFECTION AND HELP SCARS HEAL.<sup>2</sup>**

START YOUR  
QUIT JOURNEY  
HERE



LIVETOBACCOFFREEAUSTIN.ORG/LGBTQ2IA

SOURCES

REVISED: MARCH 2022 <sup>1</sup>CURRENT MEDICAL CHEMISTRY-CARDIOVASCULAR & HEMATOLOGICAL AGENTS, 2008 | <sup>2</sup>SAN FRANCISCO DEPARTMENT OF PUBLIC HEALTH, 2016

# QUITTING CAN SUCK

## BUT YOU ARE NOT ALONE



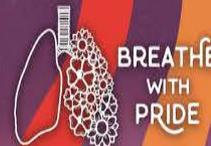
"AFTER QUITTING SMOKING I WAS ABLE TO DO MORE, LIKE EXERCISE AND JUST BE MORE ACTIVE! THESE STEPS HAVE REALLY HELPED ME IMPROVE MY OVERALL MENTAL AND PHYSICAL HEALTH."

**JP CARDENAS**  
THEY/THEM



"I CAN BREATHE AGAIN. I CAN TASTE THE UNIQUE FLAVORS OF FOOD. I REALIZED I WAS STEPPING OUTSIDE TO BREATHE AND BE FREE, NOW I JUST DO THAT WITHOUT THE CIGGY."

**ROCKY LANE**  
HE/HIM



LIVETOBACCOFFREEAUSTIN.ORG/LGBTQ2IA

START YOUR  
QUIT JOURNEY  
HERE



REVISED: MARCH 2022

# TOBACCO AND PLEASURE

ARE LIKE OIL AND WATER

TOBACCO COMPANIES TARGET  
**LGBTQ2IA+** COMMUNITIES  
AND USE **SEXUAL** IMAGES TO MAKE  
SMOKING AND VAPING SEEM **SEXY**.  
BUT DID YOU KNOW ...



- A LOWERED SEX DRIVE
- ISSUES WITH FERTILITY
- DECREASED PHYSICAL PLEASURE <sup>1</sup>



BREATHE  
WITH  
PRIDE

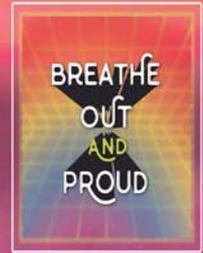


LIVETOBACCOFREEAUSTIN.ORG/LGBTQ2IA

SCAN HERE  
TO LEARN MORE



# NOT UR SCUM



**“PROJECT SCUM”**  
WAS CREATED BY TOBACCO COMPANIES  
TO TARGET  
**LGBTQ2IA+** COMMUNITIES  
AND  
UNHOUSED PEOPLE. <sup>1</sup>



JOIN US IN BUILDING  
A **TOBACCO-FREE AUSTIN**  
AND SHOW TOBACCO COMPANIES

**WE ARE NOT THEIR SCUM!**



SCAN HERE  
TO LEARN MORE



BREATHE  
WITH  
PRIDE



LIVETOBACCOFREEAUSTIN.ORG/LGBTQ2IA

# Community Outreach

Why? Helps us meet our communities where they are, builds program visibility, trust, and partnerships, another source of feedback for program development

Health education posters: local businesses, partner organizations, community spaces (e.g., libraries, South Austin Neighborhood Center), bars/clubs, universities, medical providers' offices, social media, etc.

PSAs: screened at aGLIFF festivals (in-person and virtual), social media (APH's accounts, performers' accounts), The Austin Chronicle Qmmunity section, local radio stations

Tabling: ~2 times/month; LGBTQIA+-centered events and health and wellness events



# Local policies

## Tobacco-free policies

- Events
  - QWELL Foundation
  - Rainbow Connections ATX (coming soon!)
- Workplace and personnel
  - allgo
  - Hill Country Ride for AIDS



# Systems-level work

Travis County Medical Society Journal

- Article in TCMS Journal to connect with local providers on tobacco cessation best practices

Training

- 20 local providers training in 5 A's of tobacco cessation counseling

Central Health Equity Policy Council (CHEP)

- Support implementing Healthcare Equality Index (HEI) in local health systems and safety net providers



# Tobacco Cessation Resources

Sign up for SmokefreeTXT by texting AUSTIN to 47848

Young people (13-24) can text VAPEFREETX to 88709 to receive free, anonymous, 24/7 support to quit vaping

- Parents of young vapers can text QUIT to 202-899-7550 to receive messages designed specifically for them



## Stop Tobacco Initiative

Tobacco dependence case management is available for LGBTQ+ youth at:

<https://www.outyouth.org/tobacco-cessation>

# Tobacco Cessation Resources



- Call the Texas Quitline at 1-(877)-YES-QUIT or chat with a quit coach online
  - FREE phone or web counseling
  - See if you qualify for FREE nicotine replacement therapy
- Texas Quitline in other languages:
  - Spanish: 1-855-DEJELO-YA
  - Mandarin and Cantonese: 1-800-838-8917
  - Korean: 1-800-556-5564
  - Vietnamese: 1-800-778-8440

# Connect and learn more!

Order posters, watch our videos, and learn more at our program website:

[www.livetobaccofreeaustin.org/lgbtq2ia](http://www.livetobaccofreeaustin.org/lgbtq2ia)

Want to get in touch with us?

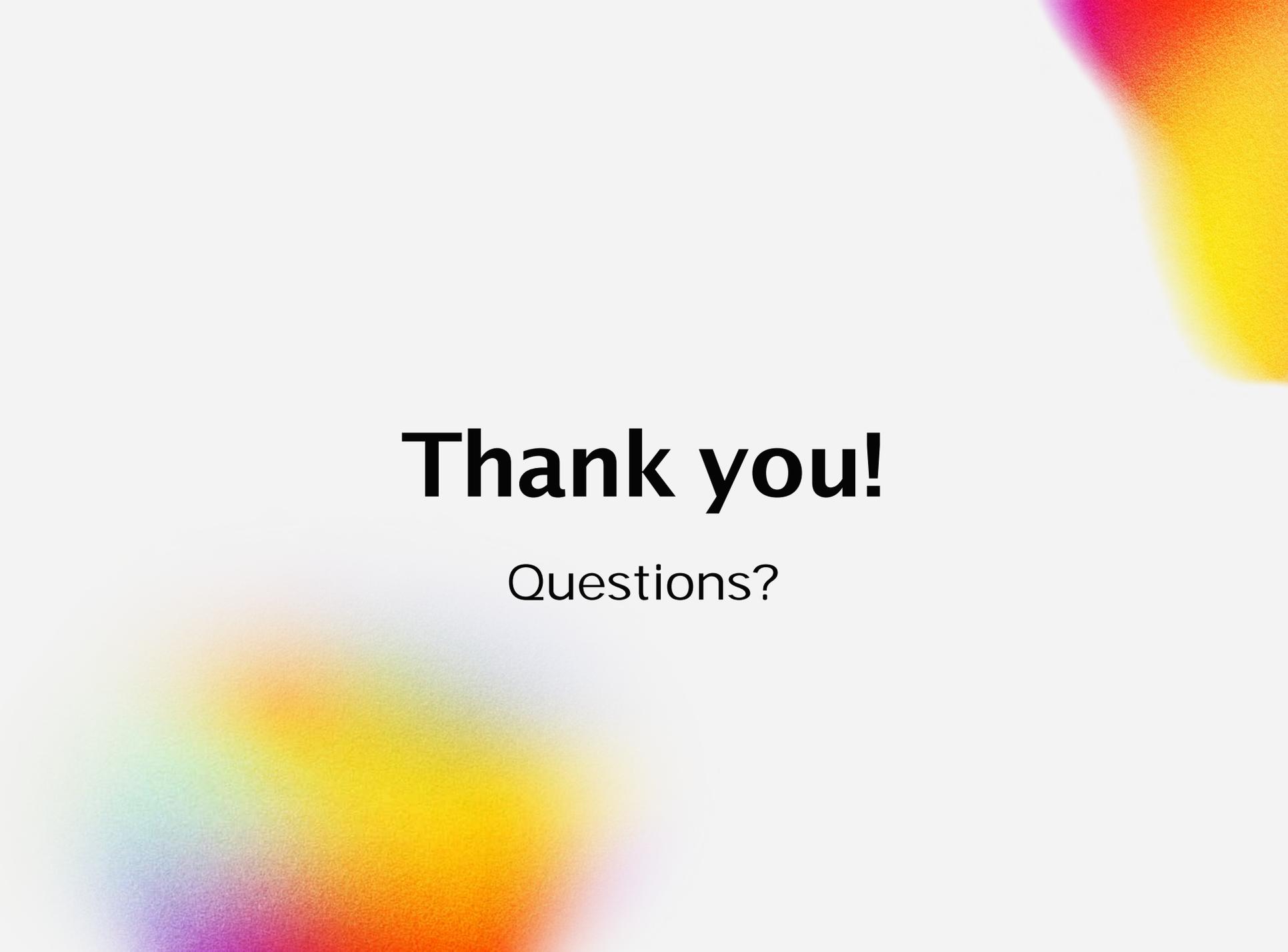
Email Era

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Email Shimarah

[shimarah.mehrotra@austintexas.gov](mailto:shimarah.mehrotra@austintexas.gov)





**Thank you!**

Questions?



# Additional Resources

[NACCHO's Tobacco Page](#)

[National LGBT Cancer Network](#)

[Austin Public Health Tobacco Page](#)

[Live Tobacco-Free Austin](#)

# Future Webinar

- NACCHO will be hosting a webinar with Counter Tools & Chesterfield, VA
- Topic will be on POS and tobacco retailers
- November 15<sup>th</sup>, 3:00-4:00PM EST
- Webinar link will be coming soon

# Thank You!

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