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
Welcome

Dan Hamilton, NACCHO

Bryce Kahari, National LGBT Cancer Network

Era Steinfeld, Austin Public Health

Shimarrah 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)
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.
Who We Are
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 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 40 or older, there is a new kind of test you should DEFINITELY ensure.
People of all genders should be screened for colorectal cancer.

With regular screening, doctors can prevent colorectal cancer.

Here’s your guide. Colorectal cancer is a leading cause of death among Black Americans, Native Hawaiians, and Pacific Islanders.

Visit the microsite for more information on risk reduction, medication, and other tips and information on survivorship.

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’s finally here! We’re extremely proud to announce the launch of our Colorectal Cancer Toolkit.

Hello, thyedies and genderqueers!

#Pride22 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!

QUEER AUTHENTICITY TO THE FRONT!

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 allies in person.
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.

PARLIAMENT
Menthol Lights

CAMEL
SNUS
FROST

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

info@cancer-network.org | www.cancer-network.org
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.

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

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
Cancer Leaders Like Us

Mentorship Program

- Career talks
- Skills building
- Networking opportunities
- Internships

Fill out our interest form if you want more information.
Are you a fan?

GREAT NONPROFITS
2021 TOP-RATED NONPROFIT

NOMINATE YOUR FAVORITE NONPROFIT

NOMINATE TODAY!

DEADLINE OCTOBER 31, 2021
Thank you. For more information contact us at info@cancer-network.org
or visit cancer-network.org
Austin Public Health Speakers

Era Steinfeld (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
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.

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
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.¹

WHAT ABOUT GENDER-AFFIRMING SURGERIES?

QUITTING SMOKING AND E-CIGARETTE USE BEFORE HAVING SURGERY CAN HELP PREVENT INFECTION AND HELP SCARS HEAL.²

START YOUR QUIT JOURNEY HERE

BREATHE WITH PRIDE
LIVETOBACCOFREEAUSTIN.ORG/LGBTQ2IA

"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

START YOUR QUIT JOURNEY HERE

BREATHE WITH PRIDE
LIVETOBACCOFREEAUSTIN.ORG/LGBTQ2IA
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...

TOBACCO USE IS LINKED TO
- A LOWERED SEX DRIVE
- ISSUES WITH FERTILITY
- DECREASED PHYSICAL PLEASURE

BREATHE WITH PRIDE
LIVETOBACCOFREEAUSTIN.ORG/LGBTQ2IA

SCAN HERE TO LEARN MORE

"PROJECT SCUM" WAS CREATED BY TOBACCO COMPANIES TO TARGET LGBTQ2IA+ COMMUNITIES AND UNHOUSED PEOPLE.

JOIN US IN BUILDING A TOBACCO-FREE AUSTIN AND SHOW TOBACCO COMPANIES WE ARE NOT THEIR SCUM!

BREATHE WITH PRIDE
LIVETOBACCOFREEAUSTIN.ORG/LGBTQ2IA

SCAN HERE TO LEARN MORE
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

YES QUIT
877-YES-QUIT  YESQUIT.ORG

• 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

Want to get in touch with us?

Email Era
-era.steinfeld@austintexas.gov

Email Shimarah
-shimararah.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
• NACCHO will be hosting a webinar with Counter Tools & Chesterfield, VA
• Topic will be on POS and tobacco retailers
• November 15th, 3:00-4:00PM EST
• Webinar link will be coming soon
Thank You!

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