

# Deep Breathes in the Deep South.

How minority stress  
impacts nicotine  
dependence.

The Louisiana Campaign  
for Tobacco-Free Living

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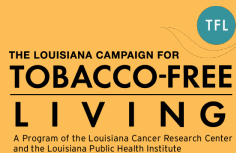
Empowering People  
and Communities  
Series

# About TFL's Empowering People and Communities Series

**"Equitably bringing health education, resources and hope to people, populations, and communities in Louisiana."**

# Welcome!

Please use the chat to share your name, pronouns, organization, area of work, and what you are hoping to learn today!



# Learning Objectives

1. After participating in this session, attendees should be able to explain how minority stress affects LGBTQ+ people in the Deep South.
2. After participating in this session, attendees will be able to describe what difficulties exist when trying to provide smoking cessation resources to LGBTQ+ clients.
3. After participating in this session attendees will be able to locate cessation resources specifically for LGBTQ+ community members.

# Today's Panelists



Dr. Mirandy Li

LSUHSC New Orleans -  
MD, PhD Candidate



Era Steinfeld

Austin Public Health  
Breath with Pride



Bryce Kahari

National LGBT  
Cancer Network



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C4 Innovations



Alaiya N. Williams,  
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Heart 2 Heart

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Consulting, LLC

# Minority Stress Impacts Quitting Smoking among LGBTQ Individuals in the Deep South

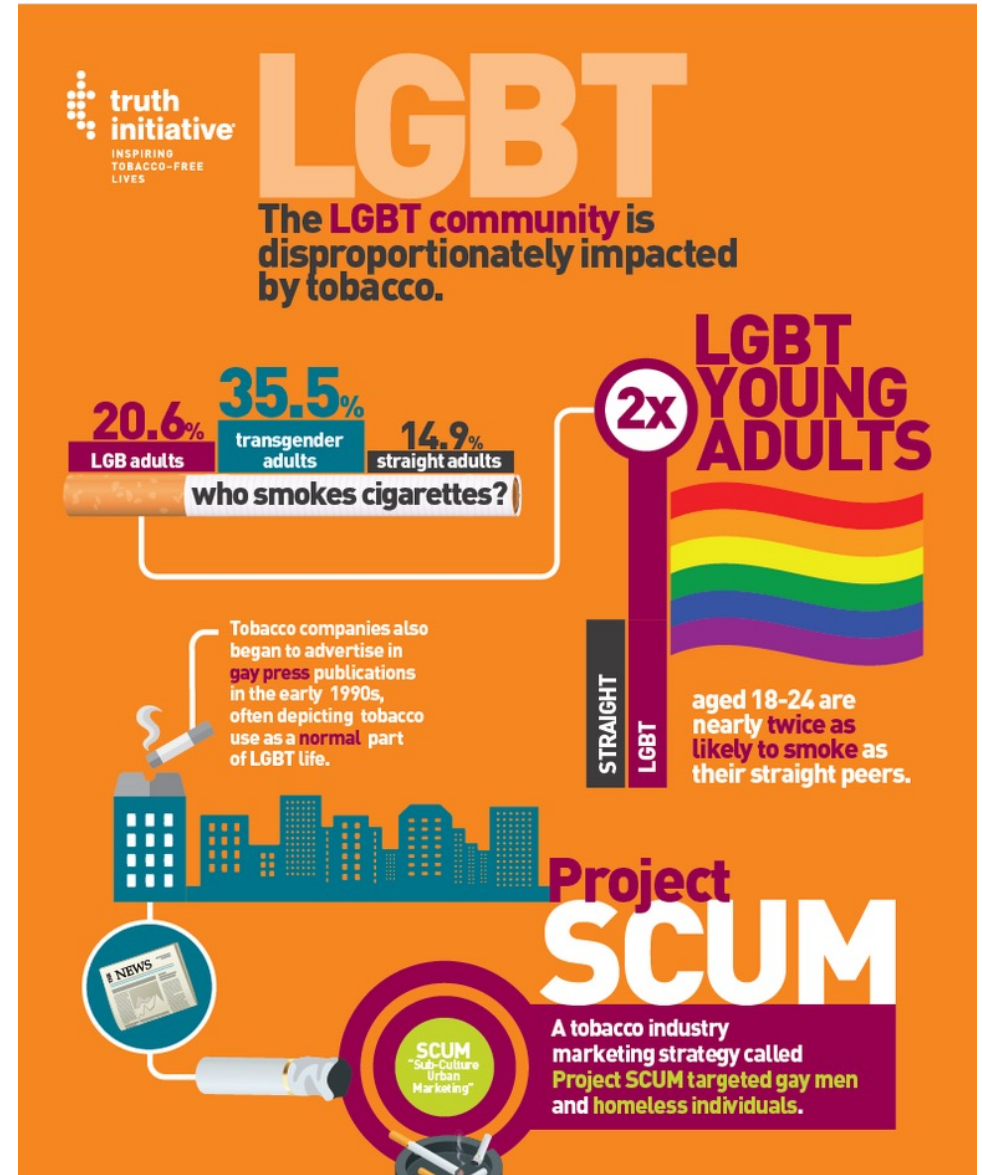
Mirandy Li, PhD

LSUHSC School of Public Health

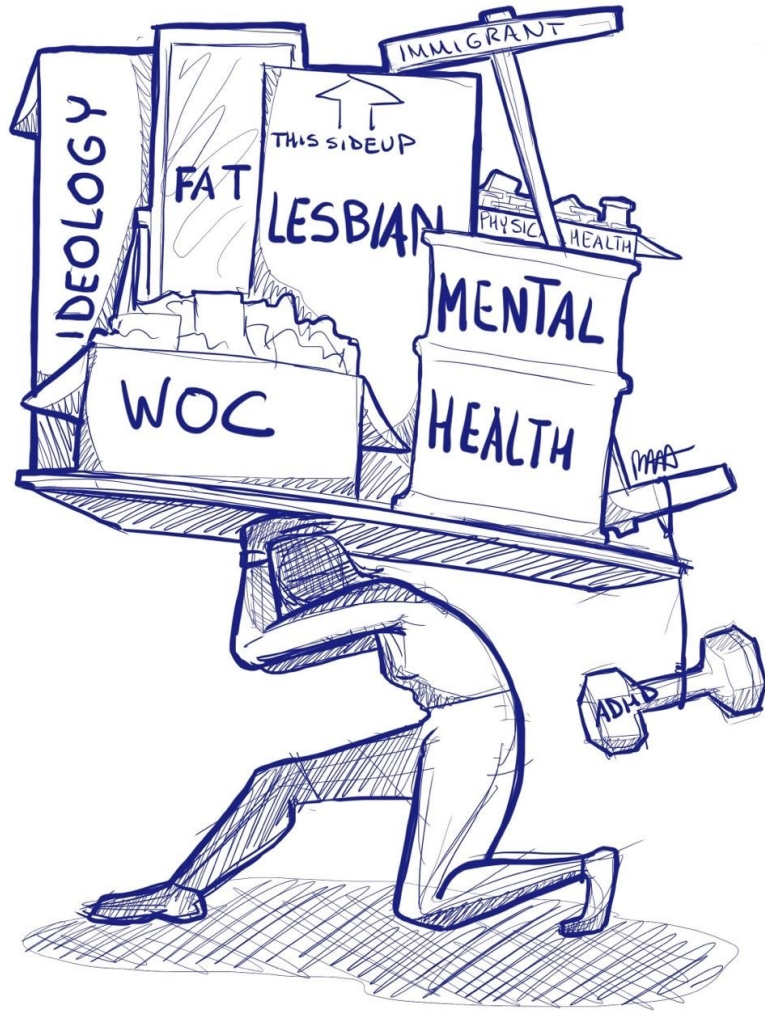
# LGBTQ Smoking

- LGBTQ adults smoke at higher rates than the general population.
- LGBTQ smokers are less likely to quit smoking, compared to non-LGBTQ smokers.
  - Community norms
  - Targeted advertising
  - Lack of culturally tailored smoking cessation programs
  - Higher nicotine dependence
  - Minority stress

Source: Stevens P, Carlson LM, Hinman JM. An Analysis of Tobacco Industry Marketing to Lesbian, Gay, Bisexual, And Transgender (LGBT) Populations: Strategies for Mainstream Tobacco Control and Prevention. Health Promotion Practice. 2004;5(3\_suppl):129S-134S.



# Minority Stress



- Differs from general stressors in 3 ways:
  - Result in increased stress levels above the level that an average person would normally experience on a day-to-day basis
  - Are chronic, stemming from structural factors
  - Occur due to social processes, institutions, and structures beyond the individual

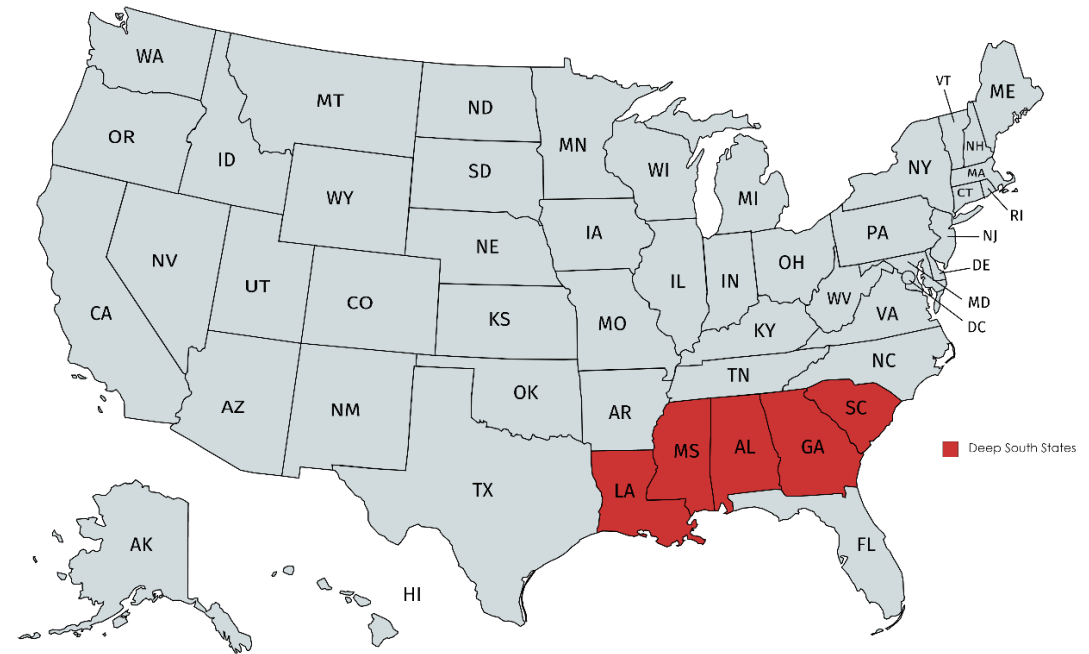


# Processes of Minority Stress

- **Internalized Queerphobia:** anti-LGBTQ sentiments that an individual may have towards their LGBTQ identity
- **Perceived Stigma:** societal stigmatization of one's identity that may lead to low self-esteem, social exclusion, and insecurity
- **Prejudice Events:** explicit displays of violence, rejection, or discrimination

# The Deep South

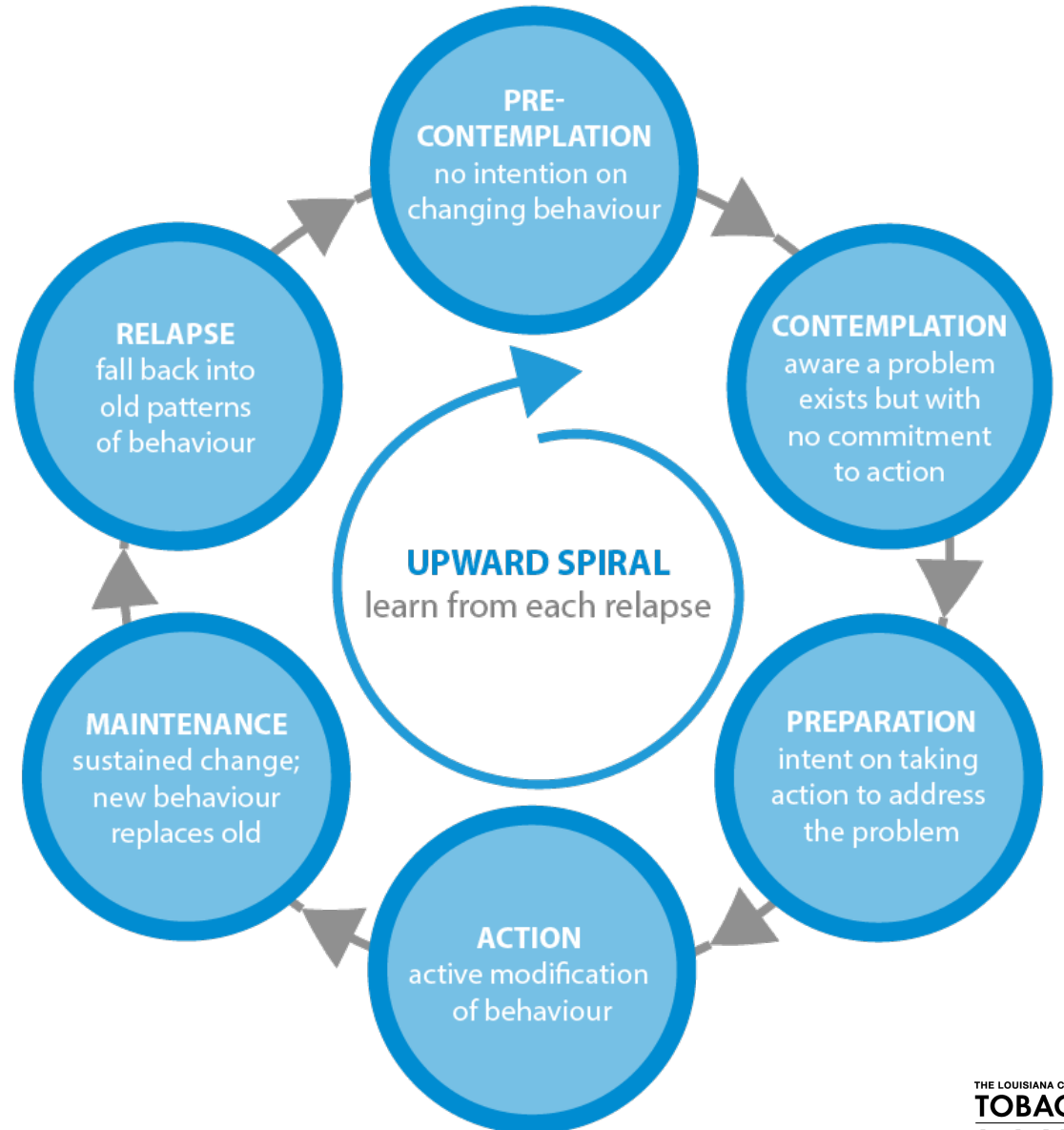
- Definition: states that historically depended heavily on chattel slavery, due to an economic foundation in the cotton industry.
  - Louisiana, Mississippi, Alabama, Georgia, and South Carolina
- Possess some of the highest rates of smoking, heart disease, stroke, diabetes, obesity, STIs, infant mortality, and maternal mortality in the nation.



# Outcomes

- **Nicotine Dependence Level**
  - **Lower nicotine dependence** associated with greater smoking cessation success
- **Stage of Change**
  - Behavior change occurs through 6 stages of change: Pre-contemplation, Contemplation, Preparation, Action, Maintenance, Termination
  - Being in a **further stage of change** associated with greater smoking cessation success.

## STAGES OF CHANGE



# Mixed Methods Study Design



- **Survey**
  - One-time, cross-sectional, online survey for LGBTQ smokers in the Deep South
  - Twenty \$20 Visa e-gift card raffle incentive
- **Interview**
  - Individual, semi-structured online interviews with LGBTQ smokers in the Deep South
  - \$20 Visa e-gift card compensation

# Eligibility

- Living in Louisiana, Mississippi, Alabama, Georgia, or South Carolina
- Age 18 or older
- English-speaking
- Self-identify as LGBTQ
- Current smokers
  - *Have you smoked at least 100 cigarettes in your lifetime?*
  - *Do you now smoke cigarettes every day, some days, or not at all?*

**Are you  
LGBTQ?  
Do you smoke  
cigarettes?**

LSU Health  
NEW ORLEANS  
School of Public Health

**Take this 30-minute survey on smoking and mental health, and get entered into a raffle to win a \$20 Visa gift card.**

Scan the QR code or enter the url below to participate.



<https://is.gd/lgbtqsmoking>

The purpose of this research study is to examine the effect of minority stress, social support, and mental health on smoking behaviors for LGBTQ smokers. Participation is voluntary. Must be LGBTQ current smoker living in LA, MS, AL, GA, or SC. 18+ only. Questions? Contact Mirandy Li at [mli2@lsuhsc.edu](mailto:mli2@lsuhsc.edu).

# One-On-One Interview Guide

| Domain           | Types of Questions   |
|------------------|--|
| LGBTQ Identity   | <ul style="list-style-type: none"> <li>• What is it like to be LGBTQ for you?</li> <li>• How does it feel to be LGBTQ in today's world?</li> <li>• How has being LGBTQ impacted your life?</li> </ul>  |
| Smoking/Quitting | <ul style="list-style-type: none"> <li>• Tell me about your smoking history.</li> <li>• Why did you start smoking?</li> <li>• What are your reasons for smoking?</li> <li>• Why are you interested/not interested in quitting smoking?</li> <li>• Have you attempted to quit smoking in the past? How?</li> <li>• What are some factors that prevent you from quitting smoking?</li> </ul> |
| Minority Stress  | <ul style="list-style-type: none"> <li>• Can you give me an example of when you felt stressed due to your LGBTQ identity?</li> <li>• How do you deal with the stress that comes with being a minority?</li> <li>• How do your other identities (ie., race, SES, etc.) influence your LGBTQ identity, and vice versa?</li> </ul>  |
| Mental Health    | <ul style="list-style-type: none"> <li>• How would you rate your present mental health?</li> <li>• How does your LGBTQ identity have an effect on your mental health?</li> <li>• How does smoking have an effect on your mental health?</li> <li>• What are some things you do to improve your mental health?</li> </ul>   |
| Social Support   | <ul style="list-style-type: none"> <li>• Who are your primary source(s) of support?</li> <li>• Do you have friends or family who play an important role in your life? How do they play an important role in your life?</li> <li>• Do you smoke in social settings? Why/why not?</li> <li>• Do you feel like you are a part of the LGBTQ community? Why/why not?</li> </ul>                 |



MAGIC CITY  
**Acceptance Center**  
A BAO Affiliated Program

**PJ's**  
COFFEE  
of new orleans



central alabama  
**PRIDE**



**sage**  
NEW ORLEANS  
-NOAGE  
Advocacy &  
Services for  
LGBT Elders

**AID ATLANTA**  
TRANSFORMING LIVES EVERY DAY

# Recruitment

- Word-of-mouth
- LGBTQ community settings
- LGBTQ-focused listservs
- Peer recruitment
- Flyers distributed within local LGBTQ-friendly businesses



**RYAN WHITE  
WELLNESS CENTER**  
ROPER ST. FRANCIS

**SIPPS**

**CLOSET  
CASE.**  
Thrift Store



LSUHSC  
TIGER PRIDE



**LGBT  
Community  
Center of  
New Orleans**

**Feminist  
Women's  
Health Center**  
*Leading. Educating. Advocating.*

**Georgia  
Equality**

**SONG**

SOUTHERNERS ON NEW GROUND



**Sister  
Song**

Women of Color Reproductive  
Justice Collective



**HARRIET HANCOCK CENTER  
FOUNDATION**



**CHARIS  
BOOKS** more  
*Your Independent Feminist Bookstore*

THE LOUISIANA CAMPAIGN FOR  
**TOBACCO-FREE  
LIVING**  
A Program of the Louisiana Cancer Research Center  
and the Louisiana Public Health Institute

# Measurements

## Exposure

- **Minority Stress**
  - Prejudice Events
  - Perceived Stigma
  - Internalized Queerphobia

## Outcome

- **Stage of Change**
- **Nicotine Dependence Level**

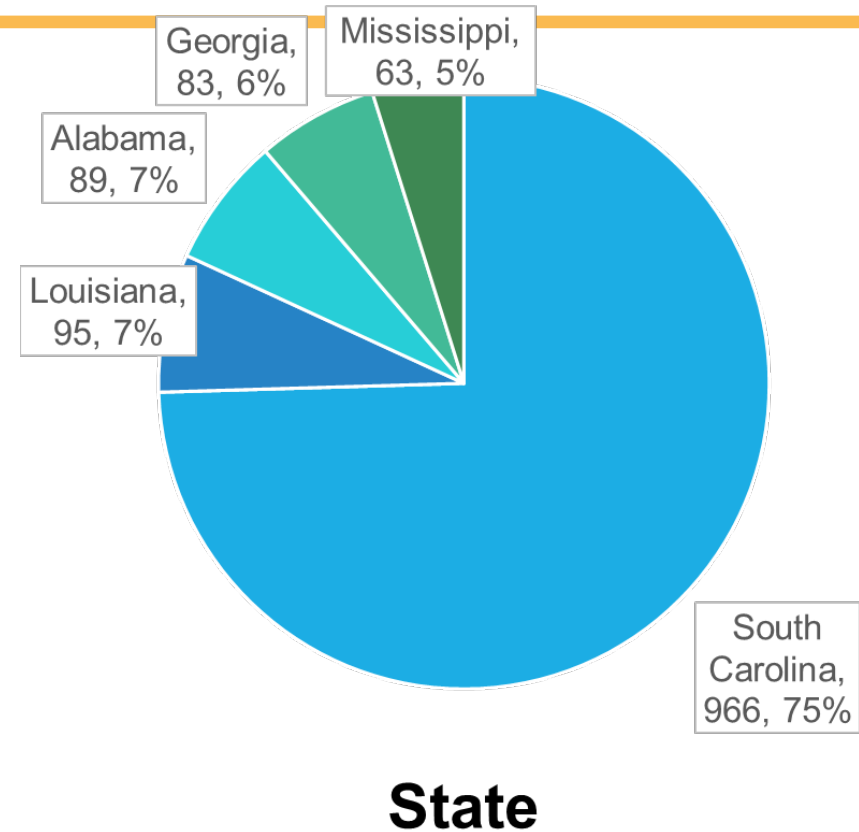


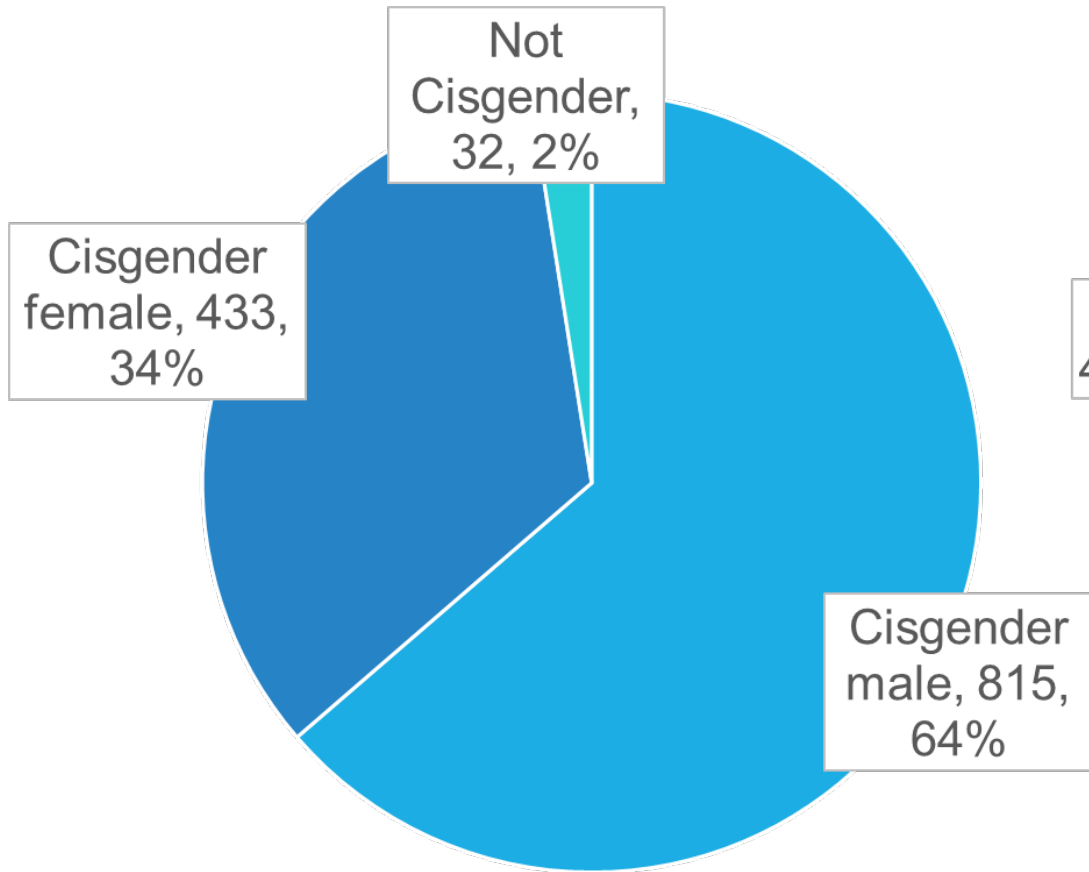
# Results



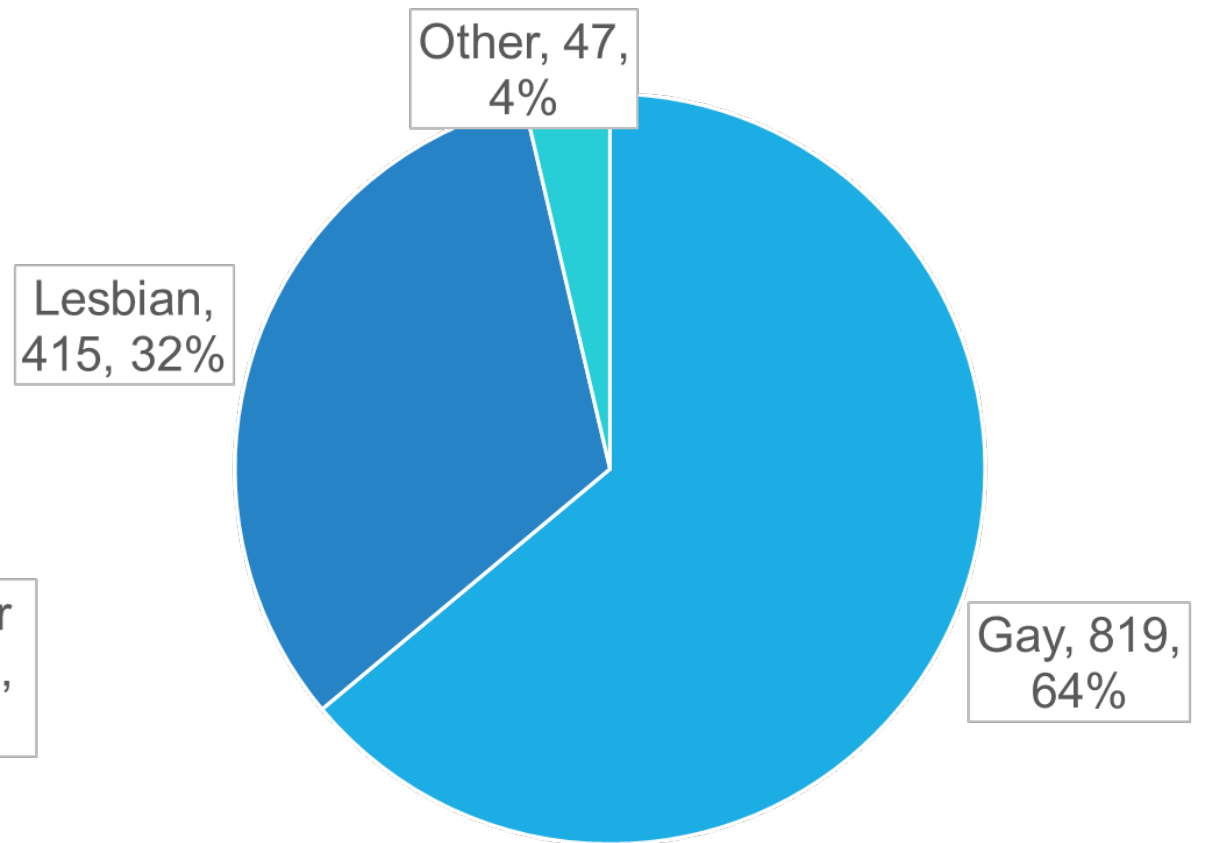
# Survey

- Survey open: June 1, 2021 – August 1, 2021
- 1,360 survey attempts
- **1,296** eligible responses
- Average age: 31.23 ± 7.37 years

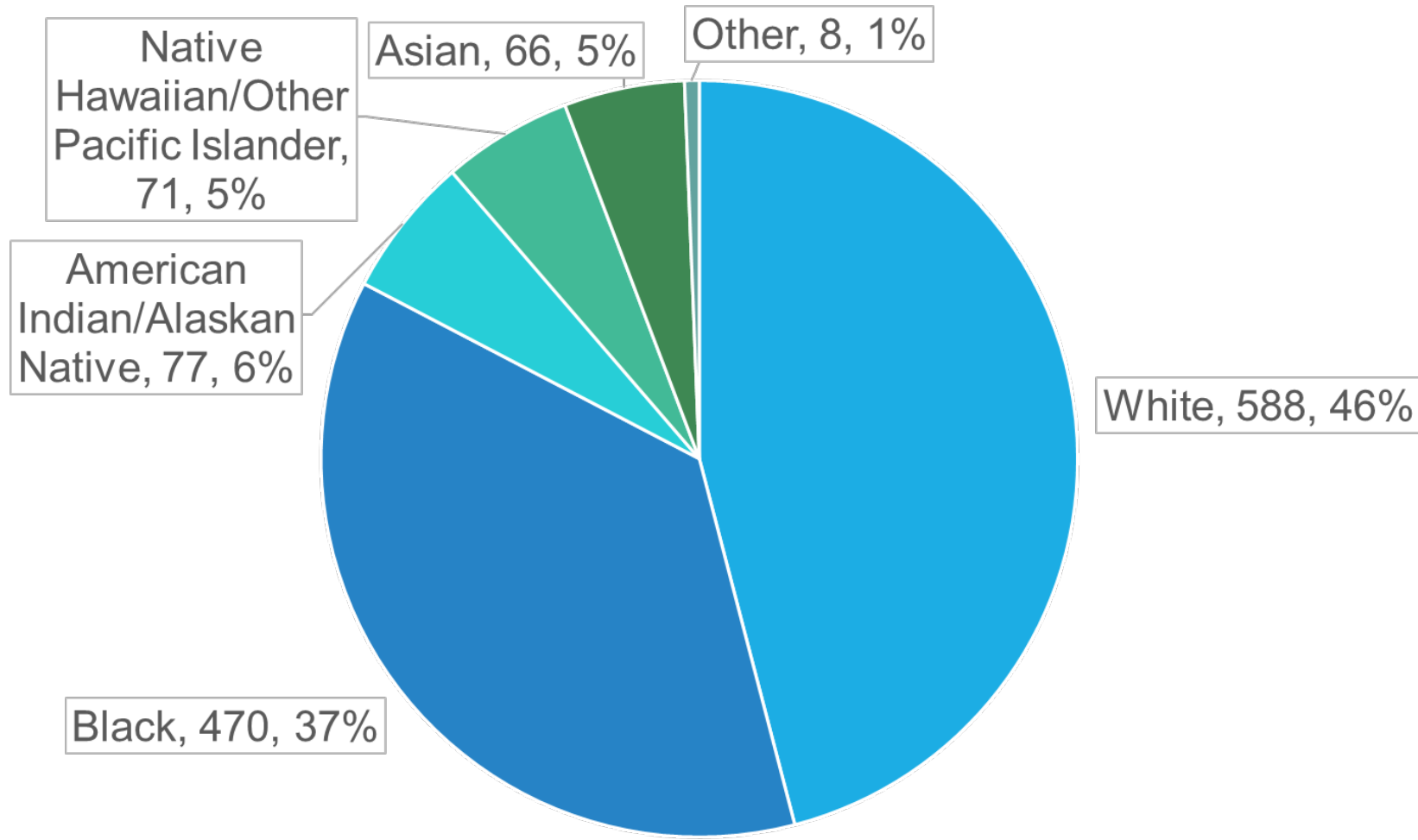




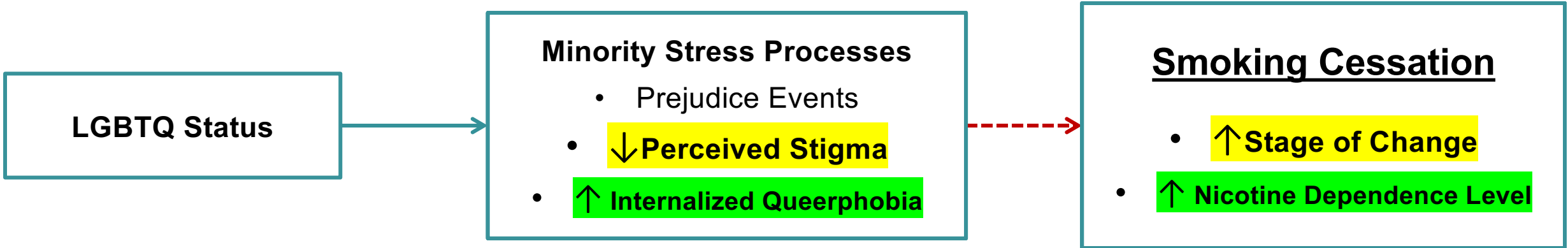
**Gender**



**Sexuality**



## Race



# Struggles with LGBTQ identity

*"[Being LGBTQ] was difficult at first because I was raised in a very, like, Christian conservative family and circle, and so it was not an identity that was respected. And I spent I think a lot of years with some, like, **internalized homophobia** and sort of not really coming to terms with it... I think now I've become much more **secure** [in my queer identity]."*

-“Tracy” (White, bisexual, non-binary)

In childhood

Bisexual and  
pansexual-specific  
discrimination

*"I think that within the queer community, bisexual people get a lot of flack. I've been dumped once by another woman for **not being gay enough**... I think bisexual people get a lot of pushback, like, '**you just haven't made up your mind**,' or, '**you're just being greedy**,' thinking that - assuming that, because I am bisexual, that I am hypersexual, which is, you know, not the case."*

-“Emily” (White, bisexual, cisgender woman)

*"I would definitely say that my race impacts [my LGBTQ identity], because sometimes from White queer people, they have this attitude that they can't be racist... And I tend to try to be around queer people that **are like me**, so I don't have to experience that."*

-“Diana” (Black, pansexual, cisgender woman)

Impact of race on  
LGBTQ  
experiences



# Coping with minority stress

*"I **never dealt** with [LGBTQ-related stress]. I kind of always just **let it be**. And it was like this understanding within myself that, like, "OK, that's how people are." You're gonna be treated this way, you know?"*

-"Sean" (White, gay, cisgender man)

**Not dealing  
with LGBTQ-  
related stress**

**Social support and  
societal progress**

*"Most of my friends and the people that I choose to spend time with are either **queer in their sexual identity or in their gender identity**. I tend to actively seek out friendships and relationships with people that are living that kind of lifestyle."*

-"Diana" (Black, pansexual, cisgender woman)



# Reasons for smoking

*"[Smoking] kind of **chills you out** a little bit... and, like, distract from whatever is causing **anxiety**."*

-“Anna” (Latina, lesbian, cisgender woman)

**Smoking to deal with general stress and anxiety**

**Smoking to deal with minority-specific stressors**

*"[Smoking is] a **coping mechanism** for me when I'm coping with anxiety and stress. And I do believe that part of my anxiety and stress come from **the fact that I'm a sexual minority**."*

-“Eliza” (Asian, bisexual, cisgender woman)

*"I started [smoking] when I was 16 because it was the **cool and rebellious thing to do**, and, as one does, ended up a regular smoker."*

-“Emily” (White, bisexual, cisgender woman)

**Smoking as an act of rebellion**

**Smoking to socialize**

*"Yeah, [smoking is] a **social thing**. Very social in the gay community... Yeah, I guess it's like an icebreaker to begin with. To make that connection go for them, sadly to say."*

-“Kevin” (Black, gay, cisgender man)



# Desire to quit smoking

*“Yes! **I want to quit...** these past few months, the more I’m smoking, the more I hate it. My lungs hurt... So yes. I’m ready to, and I want to quit.”*

-“Sean” (White, gay, cisgender man)

**Wanting to quit smoking**

**Lack of desire to quit smoking**

*“**I don't feel like it's bad enough for me.** Like I haven't felt any health complications. Like, it hasn't affected my breathing, like, I still go to the gym, and it doesn't really affect me physically. But if I felt like it did, then I would probably quit pretty soon.”*

-“Anna” (Latina, lesbian, cisgender woman)

# Barriers to quitting smoking

*“Yeah, like **being around friends** who smoke. Being in **social environments** where other people are smoking.”*

-“Leslie” (White, gay, nonbinary)

**Social barriers  
to quitting**

**Stress**

*“I know that the last time I tried to quit was **during exams** and everything, which was probably a **bad idea**. So, I probably just need to set a certain time that makes sense with everything going on around, and not during the middle of a cram period.”*

-“Caleb” (White, queer, cisgender man)

**HELP STOP THE  
LGBTQ+ COMMUNITY'S  
MOST PREVENTABLE  
HEALTH BURDEN**



# Conclusions and Implications



LOUISIANA  
CANCER  
RESEARCH CENTER



THE LOUISIANA CAMPAIGN FOR  
**TOBACCO-FREE  
LIVING**  
A Program of the Louisiana Cancer Research Center  
and the Louisiana Public Health Institute



THANK YOU

# Questions?



### Special thanks to:

Dr. Tung Sung Tseng  
Dr. Stephen Phillippi  
Dr. Claudia Leonardi  
Dr. Michael Celestin  
Dr. Edward Trapido  
Dr. Qingzhao Yu



LA-TCI Staff  
The Pride Network  
Point Foundation  
Dr. Sean Kao  
Dr. Wei-Ting Lin  
Dr. Susu Luo  
Jackson Fritz  
Holly Mayeux  
Gabrielle Gonzalez  
Kelly Chau

Dr. Andrew Hollenbach and Tiger Pride  
Dr. Dean Smith & LSUHSC School of Public Health  
LSUHSC School of Medicine  
Individuals and businesses participating in this study  
Friends, family, and my dog, Coco



Feel free to contact me at: [mli2@lsuhsc.edu](mailto:mli2@lsuhsc.edu)



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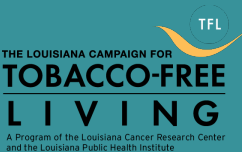
Alaiya N. Williams,  
DSW(c), LCSW

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# Q&A Session

Let's start a conversation.



Equity is a consistent discussion for both community members and employees.

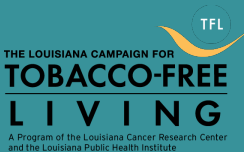
What are suggested actions that employers take to support those employees who are part of the LGBTQ+ community?

It is Pride month and LGBTQ+ communities can be overwhelmed with support now and find that lacking outside of June.

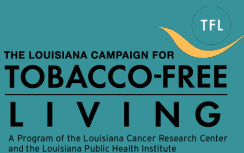
What expectations do you have for your organizations to show up outside of Pride month?



What practices does your organization do to combat minority stress to help improve health outcomes for our community members?



What expectations or suggestions do you have for health departments or non-profits when engaging with the LGBTQ+ community?



# Smoking Cessation Resources

## QUIT WITH US, LOUISIANA

Call 1-800-QuitNow  
Text READY to 34191  
Visit [QuitWithUsLa.org/Act](http://QuitWithUsLa.org/Act)

## LIVE VAPE FREE

Text VAPEFREE to 873373

## LOUISIANA TOBACCO CONTROL INITIATIVE (TCI)

Call 1-866-457-QUIT (7848)  
Email [LATCI@lsuhsc.edu](mailto:LATCI@lsuhsc.edu)  
Visit [www.LATCI.org](http://www.LATCI.org)

## LA Quitline Services

1. Quit with us, Louisiana. (LA)
2. Live Vape Free (LA Based)
3. Louisiana Tobacco Control Initiative (LA)

## Austin Resources

1. SmokefreeTXT
2. Texas Quitline
3. Nicotine Anonymous



## National Resources

1. Outlast Tobacco – a Quitline specifically built for LGBTQ+ individuals.
2. SmokefreeSGM – a research project and text based Quitline

# Mental Health Resources

## LA Services

1. LA Trans Advocates has a provider resource list.
2. Well Ahead LA

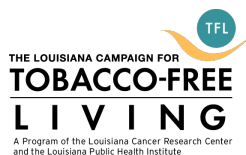
## National Resources

1. The Trevor Project
2. National Alliance on Mental Illness

WELL-AHEAD

Community Resource Guide

» Community Resource Guide



# Thank you.

We look forward to seeing you again. Resource list, slides, and contact information will be sent out post session. Recordings will be posted.

