Breaking up with a TOXIC Partner: LGBTQAI+ Freedom from Big Tobacco



The Louisiana Campaign for Tobacco-Free Living

> Empowering People and Communities Series



October 11, 2022



About TFL's Empowering People and Communities Series

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



Welcome.

We're happy you're joining us today.



Dr. Don Simpson, PhD, MPH (he, him, his) Dean of College of Health Sciences The University of Louisiana Monroe (ULM)



Jennifer Haneline, MSW, LCSW (she, her, hers) Regional Manager The Louisiana Campaign for Tobacco Free Living (TFL) *part of The Louisiana Public Health Institute*



Today's Panelists



Josalyn Royale Miss Gay Louisiana2022 She, her, hers



Amanda Norris, PhD (Her, She,Hers) Psychologist, Go Care



Dr. Earl Benjamin-Robinson, DrHSc, CPH (He, him, his)

Director, Louisiana Campaign for Tobacco-Free Living (TFL)



We're happy you're joining us today! WEBINAR AGENDA:

- LGBTQ and Big Tobacco Facts
- Adult and Youth Tobacco Data
- Contributing Factors
- Marketing Toward LGBTQ Community
- Panel Discussion of Obstacles and Opportunities
- Resources
- Moving Forward: Comprehensive Approaches to Change



Learning Objectives *Please Take the Pre-Survey*

- 1. Participants will be able to identify how tobacco and vape products impact physical and mental health specific to the LGBTQ population
- 2. Participants will be able to identify history of how Big Tobacco got involved with the LGBTQ community and how that has impacted health disparities and how that relates to social justice
- 3. Participants will be able to identify resources to help address mental health needs, how to access cessation resources, and systems changes that can aid in sustainable change (Micro, mezzo and macro approaches)





Terms

LGBTQ+: In this presentation the acronym LGBT & LGBTQ+ will be used to represent LGBTQIA+ (much of early research was limited to LGBT) but we are aware that there are many other individuals on the beautiful rainbow not represented in the acronyms or terminology.

LGBTQIA+- Lesbian, Gay, Bisexual, Transsexual, Queer, Intersexual, Asexual, and more. Humanity is ever-evolving and language is too so there is no quiz but it is useful to know.

Big Tobacco: This is used to refer to the tobacco industry and the major and minor companies that benefit from predatory practices

E-Cigarette: Refers to vaping inhalation of nicotine products through a variety of brand name products

Tobacco: Sometimes used interchangeably with nicotine, vaping, e-cigarettes, smoking, and smokeless tobacco products.



Some Basics

Side effects of



- Tobacco products contain nicotine
- Vaping is a NICOTINE delivery system
- · Nicotine is bad for physical health
- Nicotine is bad for mental health



Nicotine and Mental Health

- Nicotine users report higher stress than non-users
- Nicotine addiction is associated with:
 - Schizophrenia
 - Mood Disorders
 - **Anxiety Disorders**
- During Adolescence exposure to nicotine can increase likelihood of developing chronic mental health disorders
- Depression is highly associated with e-cigarette (nicotine) use

The stress cycle of smoking





Mental Health in the LGBTQ+ Community

- All the "normal" mental health milestones and challenges
- Minority Stress
 - Additional internal challenges
 - Additional external challenges
- Lack of Resources



Artist Alex Cattel



Relationship Red Flags



Tobacco and LGBTQ+ Adults



In the LGBTQ+ Adult Community:

The incidence smoking in the is higher than the national average

About 1 in 5 smoke cigarettes compared with about 1 in 6 heterosexual/straight

Twice as likely to use ecigarettes and little cigars



Truth Initiative: LGBT. https://truthinitiative.org/sites/default/files/media/files/2 021/06/Truth_LGBT%20FactSheet2021_FINAL_0622 21.pdf

Adult Data for LGBTQ+ Population

- 20.5% of individuals who identify as LGBTQ+ adults and
 34.9% of transgender adults smoke cigarettes *compared to 15.3%* of straight adults and 22.4% of cisgender adults
 - Transgender adults are also about twice as likely to use ecigarettes and cigars compared to cisgender adults





Truth Initiative: LGBT. https://truthinitiative.org/sites/default/files/media/files/2021/06/Truth_LGBT%20FactSheet2021_FINAL_062221.pdf



LGBTQ+ Youth & Vaping

The Research:

- Higher rates of trying e-cigarettes: 52.1% vs 38.6% of heterosexual peers.
- Higher rates of currently using e-cigarettes: 19.8% vs. 13.2% heterosexual peers

E-cigarette use among youth and young adults by sexual orientation



Between 2020 and 2021, the difference between LGB and heterosexual young people who currently vape **increased by 32%**, and those who had ever tried e-cigarettes increased by 26%.



Youth who are Transgender

Use tobacco products at higher rates than cisgender youth

- 4X higher cigarette use
- 3X higher ecigarette use



Truth Initiative: LGBT. https://truthinitiative.org/sites/default/files/media/files/2021/06/Truth_LGBT%20FactSheet2021_FINAL_062221.pdf



Contributing Factors for Increased Tobacco Use within the LGBTQ+ Community

	Stigma and discrimination	Social bonding and bar culture	Lack of access to quality treatment and care
	Targeting by tobacco industry	Acceptance of the status quo by LGBT Advocacy Organizations	Teen stress
	Out/Cla	ning arifying Bul ntity	lying THE LOUISIANA CAMPAIGN TOBACCCC

LIVING





Marketing Towards LGBTQ+ Community

- Targeted marketing began in the early 1990s
- Big Tobacco recognized high smoking rates among sexual minorities including use of menthol brands
- Big Tobacco researched how to take advantage of the emerging LGBTQ+ market

SITUATION ANALYSIS

A large percentage of Gays and Lesbians are smokers. In order to increase brand share and brand awareness for the Benson & Hedges brand, it is imperative to identify new markets with growth potential. Many Gay and Lesbian adult smokers also have a preference for menthol brands.

Truth Initiative: LGBT https://truthinitiative.org/sites/default/files/media/files/2021/06/Truth LGBT%20FactSheet2021 FINAL 062221.pdf



FROM: Yvetie Robinson SUBJECT: CEM's Gay and Lesbian Marketing Efforts OVERVIEW Philip Morris has led the competion in the gay and lesbian market, first with advertising and second with participating/sponsoring events. Having successfully negotiated some of the first contracts for sponsorship of gay and lesbian events in 1997, B&H has established itself as the tobacco company of choice for the market. In

Nancy Conrad DATE: October 9, 1997

INTER-OFFICE COBRESPONDENCE 120 PARK AVENUE, NEW YORK, NY 10017

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FHILIP MORRIS U.S.A.

approximately 10 of the Spare Parts events that Bield has participated in, all competitive activity was brought to a halt, both as a result of B&H initiating steps to -l on

rds Cay 14.0 succeeded in exposing the Benson & Hedges brand to over 300,000 Gay and Lesbian

adult smokers and secured names 7,665 for the database.

Based on the surveys completed at gay and lesblan events, it would appear that the C/L market has a higher incidence of smoking than the general public

STUATION ANALYSIS

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Targeted Advertising

Advertising in gay press publications

Bar Nights, Giveaways, Promotions

- R.J. Reynolds created a marketing strategy called "Project SCUM" (Sub-Culture Urban Marketing) to increase cigarette sales to gay men and people who were homeless
- Flavors have been used to target youth
- Menthol heavily marketed and 36% of nicotine users in LGBTQ+ community use menthol-flavored products
- LGBTQ+ organizations took tobacco industry sponsorship and money for events, when no other sponsors were an option



The Sponsorships Continue

Social Media and Pride events are major targets for Big Tobacco



Companies contribute to local and national LGBT and HIV/AIDS organizations, while supporting politicians who oppose gay rights. freedom.to speak. to choose. to marry. to participate. to be. to disagree. to inhale. to believe. to love. to live. it's all good.





Red Flags in Toxic Relationships



verywell



Exhibits persistent jealousy

- St

Calls their exes "crazy"



Spends all their time on you only

The flags are there... what to do?



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"Committed to making the LGBTQ community a Priority"











What are the benefits that keep this toxic relationship so strong? What are the biggest obstacles to breaking up this toxic pair? What are the opportunities for the healthcentered community? How can we best support our friends who do not see how toxic this relationship is? What are some practical next steps?

QUIT WITH US LA

Quit With Us LA is committed to making the LGBTQ Community a Priority Population

FACT: 78% OF LGBTQ want to quit smoking but ONLY 36% know of Quitline and other cessation resources



TOBACCO-FREE

- Connecting LGBTQ visuals in all Quitline website and handouts
- Collecting LGBTQ data
- Ensuring that staff is trained to create safe space for LGBTQ to share personal data

Louisiana Quitline Services: Call 1-800-Quit Now Go to <u>www.QuitWithUsLA.org</u> Text "READY" to 200-400





- Proudly served the Northeast Louisiana region since 1988 in providing HIV and STI education, testing, treatment, and support services
- In 2015 GCCHC's model of providing an affirming, inclusive, and safe space for comprehensive medical and behavioral health care expanded to include people who are low-income and medically underserved and people who are LGBTQ+
- All people are deserving of comprehensive, quality, and respectful healthcare regardless of your income level, your gender identity, or your sexual orientation



LIVE VAPE FREE



- Step 3
 Experience kicks off with the first introductory lesson
- Teen sets a quit date



ALL IMAGES ARE FPO

Videos • Quizzes • Self-assessments • Flip cards • Audio and podcasts



Research demonstrates that a comprehensive approach works best: a combination of policy change, prevention messaging campaigns targeted to vulnerable populations, and tobacco cessation services.

Support <u>Evidence-Based</u> Tobacco Control Policies:

- Interventions targeting priority populations including the LGBT community are more likely to succeed when communities adopt proven tobacco control policies
- Higher taxes on cigarettes and other tobacco products
- Prohibiting smoking in all public spaces and workplaces
- Coverage for tobacco cessation programs by both <u>public</u> and private health insurance plans including Affordable <u>Care Act (ACA)</u>







Recognize LGBTQ Communities as a Priority Population

• Public and private funders should recognize LGBTQ communities as a priority population for tobacco prevention and cessation services.

• Funding should be provided to encourage research to evaluate innovations and interventions to prevent tobacco use and to promote quitting in LGBTQ communities, including youth.

LIVING

<u>Collect Data on Sexual Orientation and</u> <u>**Gender Identity in Health Studies and**</u> <u>**Tobacco Cessation Programs:**</u>

The CDC and all state Departments of Health should include sexual orientation and gender identity questions in demographic questions of state and national public health surveillance National Health Interview Survey (NHIS)



- Behavioral Risk Factor Surveillance Survey (BRFSS)
- Smoking cessation programs should include sexual orientation as a standardized core demographic question during the intake process.





Ensure LGBTQ Cultural Competency in Tobacco Control Planning and Cessation Programs:

-Representation from LGBTQ organizations in disparity reduction planning and intervention development

-Culturally competent and able to effectively serve the LGBTQ community by prevention and cessation program staff & volunteers



Q&A Session

Let's start a conversation.



Takeaways

Takeaways:

- There are many diverse and different contributing factors to LGBTQ high tobacco usage: tobacco marketing, stress, access to healthcare, etc.
- Cessation resources are out there but many do not know about them.
- A comprehensive approach is needed (Social justice awareness and resources, policy change, prevention messaging, and tobacco cessation services outreach are needed to curb the rise of LGBTQ tobacco usage.



Resources

- Louisiana Quitline Services:
 - Call 1-800-Quit Now
 - www.QuitWithUsLA.org
 - Text "READY" to 200-400
 - Live Vape Free
- Smoking Cessation Trust: <u>www.smokingcessationtrust.org</u>
- Louisiana Tobacco Control Initiative (LA-TCI): <u>www.latci.org</u>
- Truth Initiative: <u>www.truthinitiative.org</u>
- National LGBTQ Cancer Network: www.cancer-network.org



Conclusion

Let's recap.

- There are many diverse reasons for LGBTQ high rate of tobacco usage
- A variety of strategies are needed to reverse high nicotine use trends.
- Strategies include healthcare (medical and behavioral) providers sharing cessation information
- LGBTQ organizations
 - Declaring tobacco usage as a priority
 - Declining tobacco companies' sponsorship money



Thank you.

Please take post webinar survey:

CONTACT US

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Thank you!

