

“LGBTQ+ Tobacco Use: New Trends, Treatment Tips, & Resources”

on Tuesday, June 14, 2022, at 1:00 pm EDT

Speaker: **Scout, MA, PhD, Executive Director, National LGBT Cancer Network**

Q: Are there specific LGBTQ+ cultural humility trainings that would be recommended for non-LGBTQ+ researchers/practitioners working with LGBTQ+ populations?

A: Yes. We have Welcoming Spaces which Dr. Scout will discuss in more detail. Here is a link:

Welcoming Spaces: <https://cancer-network.org/welcoming-spaces/>.

Additional info:

A: The [GLMA Annual Conference on LGBTQ Health](#) always includes workshops on LGBTQ+ cultural humility. (Margaret Hughes)

Q: What was the specific legislation that Philip Morris sponsored?

A: Philip Morris sponsored a Hill briefing about the Equality Act (full national civil rights for queers) for Pride 2021.

Q: Thanks, Dr. Scout! I missed the details about the mentorship program. Is that through the Network? When does it start?

A: It starts July 1 and if you are on our mailing list we'll tell you how to get involved and keep abreast.

Q: What are some of the considerations around messaging to the LGBTQ+ population when the group is diverse and intersectionality must be considered as well?

A: From focus groups that have been done with our communities we get the following lessons:

1. We want to see authenticity, too slick almost doesn't come across as well.
2. Show a diversity of different folk, no one image would represent the many facets of our communities so think about making at least a mini campaign of related images (also include Spanish language too).
3. Getting a variety of community advisors is best way to ensure a campaign rings as authentic.
4. Think about medium for the message, like you can partner with local or national community groups, esp those serving underrepresented groups within our populations - their audience is valuable so consider a paid partnership to have them co-promote things.

Q: Are there any messaging strategies that you all have tried that have been successful?

A: 1. We are more altruistic than the general population by a notable measure, so we are motivated by things that would help our communities. For example: "Want to take steps to protect the LGBTQ+ communities' health? Ask all your friends if they've gotten their cancer screenings."

2. We do not like being played by, for example, the tobacco industry.

3. We put lots of work into our health, though we can often think of that in topline only terms like mental health etc. Expand that frame so we see cancer care as part of our larger health effort.