
Smoking Cessation
Leadership Center



University of California
San Francisco

LGBTQ+ Tobacco Use: New Trends, Treatment Tips, & Resources, co-hosted by GLMA: Health Professionals Advancing LGBTQ Equality

**Margaret Hughes, Programs and Communications Coordinator, GLMA
Scout, MA, PhD, Executive Director, National LGBT Cancer Network**

June 14, 2022

Moderator

Catherine Saucedo

Deputy Director

Smoking Cessation Leadership Center
University of California, San Francisco

A National Center of Excellence for Tobacco-
Free Recovery

Catherine.Saucedo@ucsf.edu



Disclosures

This UCSF CME activity was planned and developed to uphold academic standards to ensure balance, independence, objectivity, and scientific rigor; adhere to requirements to protect health information under the Health Insurance Portability and Accountability Act of 1996 (HIPAA); and include a mechanism to inform learners when unapproved or unlabeled uses of therapeutic products or agents are discussed or referenced.

All speakers, planning committee members and reviewers have disclosed they have no relevant financial relationships to disclose with ineligible companies whose primary business is producing, marketing, selling, re-selling, or distributing healthcare products used by or on patients.

Anita Browning, Christine Cheng, Brian Clark, Pamela Ling, MPH, MD, Jennifer Matekuare, Ma Krisanta Pamatmat, MPH, Jessica Safier, MA, Catherine Saucedo, Scout, MA, PhD, and Aria Yow, MA.

Thank you to our funders



Housekeeping

- All participants will be in **listen only mode** and **the audio will be streaming via your computers**.
- Please **make sure your computer speakers are on** and adjust the volume accordingly.
- If you do not have speakers, please click on the link, **'Listen by Phone'** listed on the left side of your screen, for the dial-in number.
- **This webinar is being recorded** and will be available on SCLC's website, along with a PDF of the slide presentation.
- Use the **'ASK A QUESTION' box** to send questions at any time to the presenter.

CME/CEU Statements

Accreditations:

The University of California, San Francisco (UCSF) School of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

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Advance Practice Registered Nurses and Registered Nurses: For the purpose of recertification, the American Nurses Credentialing Center accepts *AMA PRA Category 1 Credit™* issued by organizations accredited by the ACCME.

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California
Behavioral Health
& Wellness Initiative

THE FUTURE LOOKS **BRIGHT**

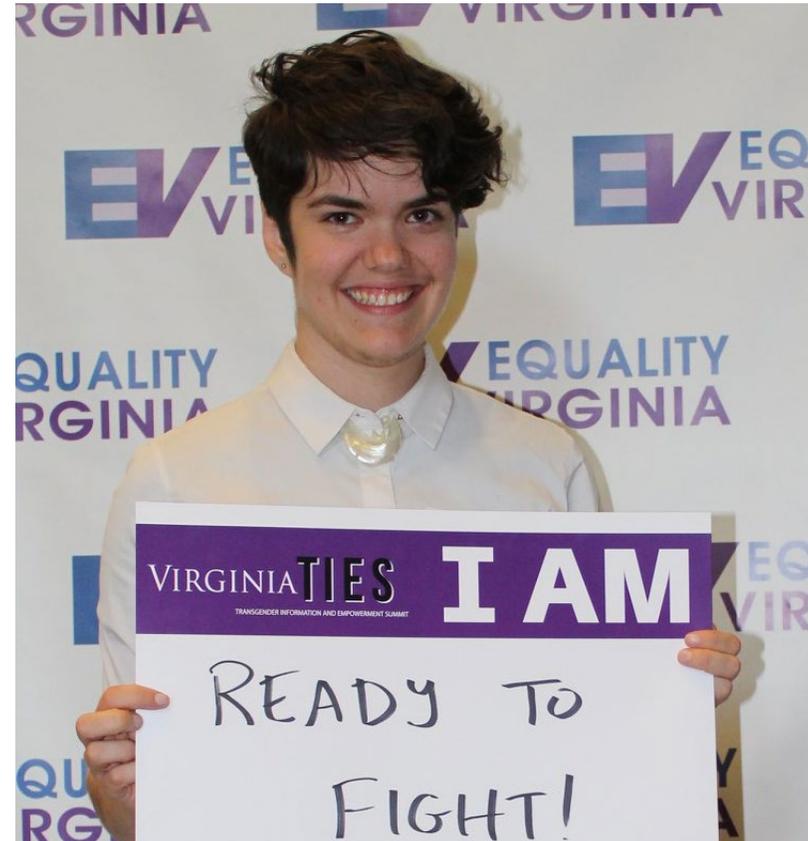
- **Free CME/CEUs** will be available for all eligible California providers, who joined this live activity thanks to the support of the California Tobacco Control Program (CTCP)
- For our California residents, SCLC offers regional trainings, online education opportunities, and technical assistance for behavioral health agencies, providers, and the clients they serve throughout the state of California.
- For technical assistance please contact (877) 509-3786 or Jessica.Safier@ucsf.edu.
- Visit CABHWI.ucsf.edu for more information

Today's Presenter

Margaret Hughes

Programs and Communications
Coordinator

GLMA: Health Professionals Advancing
LGBTQ Equality



Today's Presenter

Scout, MA, PhD

Executive Director

National LGBT Cancer Network





GLMA

Health Professionals
Advancing LGBTQ Equality

MISSION

GLMA's mission is to ensure health equity for lesbian, gay, bisexual, transgender, queer (LGBTQ) and all sexual and gender minority (SGM) individuals, and equality for LGBTQ/SGM health professionals in their work and learning environments.

To achieve our mission, GLMA utilizes the scientific expertise of our diverse, multidisciplinary membership to inform and drive advocacy, education, and research, to improve the health and well-being of LGBTQ people.



GLMA & LGBTQ+ Tobacco Use

A Multi-Pronged Approach

- * Supporting and promoting FDA's proposed ban on menthol cigarettes and flavored cigars
- * Supporting state legislation to ban flavored tobacco products
- * Providing continuing education around LGBTQ+ tobacco use
- * Partnering with CDC's 2022 *Tips from Former Smokers*® campaign (Tips®)

glma.org/tips



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

6/14/2022 | SCLC



Scout, MA, PhD (he/them)

Executive Director

National LGBT Cancer Network

Trans/bi dad of three, hiker, health policy wonk and data geek. NIH Council of Councils. Co-Chair NIH Sexual And Gender Minority Research Office Work Group.

Conflicts to disclose: Gilead, Bristol Myers Squibb, GlaxoSmithKlein, Servier, Genentech, Syros.

**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

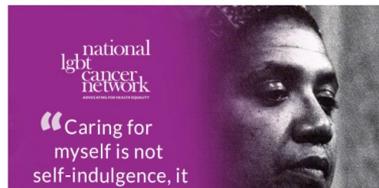


Newsletters

Celebrating Black History

Friends,

As February comes to a close, we move forward remembering Black History Month is every month of the year. Every day we renew our commitment to Black LGBTQ+ communities across the country. We honor and celebrate the contributions and legacies of our Black LGBTQ+ family. It is not enough to celebrate Black History, our history, just one month each year. The foundational teachings, writings, and gifts that folks like James Baldwin, Audre Lorde, and Marsha P. Johnson have given the world are carried on today through the work and life of Black LGBTQ+ activists.



Webinar Announcement
In partnership with HRC,
we are excited to present:
Equality in the Air We
Breathe:
COVID-19, HIV, Smoking
and the Black Community.



**I VALUE MY HEALTH
too much to continue
smoking**

Smoking is a
top health threat
to people living
with HIV.

Talk to your
medical provider.



Webinar: LGBTQ+ Pride 2021



Pride Webinar

The webinar will offer an overview of best practices for tobacco and cancer control partners to engage with LGBTQ+ communities.

Featuring a variety of local LGBTQ+ organizations and state programs, highlighting options for connecting at both in-person and virtual Pride celebrations.

04.29.21 @ 2pm EST
Join us on zoom!

Join our webinar, **Thursday, April 29th at 2pm EDT.**

[Register here!](#)



**Community Survey -
Tell us what you think!**



Online Resource Library



HIV & Smoking Graphics

HRC Campaign, on the impact smoking has on the health of people living with HIV, is simply brilliant!

Co-brandable Media



Cancer Cards

These cards aim to raise awareness about colorectal, breast, lung, and cervical cancer among members of the LGBTQ+ community. There are also cards that address the need for taking care of an individual's physical and mental health. Each bundle includes the front and the back of the cards in JPEG format.

Co-brandable Media



Forgetting Something: Anal Cancer Screening Campaign

Take a look at Forgetting Something, our anal cancer screening campaign.

Co-brandable Media



Cancer in LGBTQ+ Communities

Our Fact Sheet gives you an idea of some of the challenges facing LGBTQ+ community members. Available in English and Spanish!

Co-brandable Media



¿Por qué?

Nuestra campaña que demuestra algunas razones para hacer pruebas de detección de cáncer. English versions coming soon!



Out Proud (Smoke/Vape) Free Series

Check out our Out Proud Free Logo over the seven different pride flags! The possibilities are endless. Contact us to learn about co-branding!



[Cancer-network.org/resource-library](https://cancer-network.org/resource-library)



New Trends



2021 Gallup says...

POLITICS FEBRUARY 17, 2022

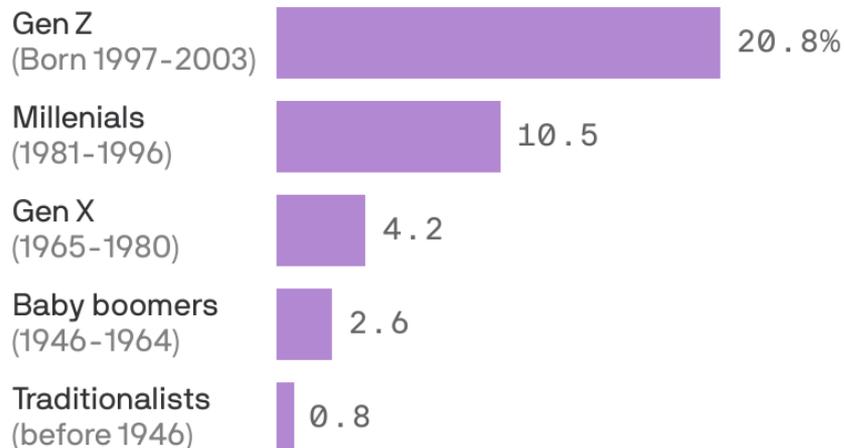
LGBT Identification in U.S. Ticks Up to 7.1%



2021 Gallup says...

Americans who self-identified as LGBTQ in 2021, by generation

Surveys of 12,416 U.S. adults conducted between January and December 2021





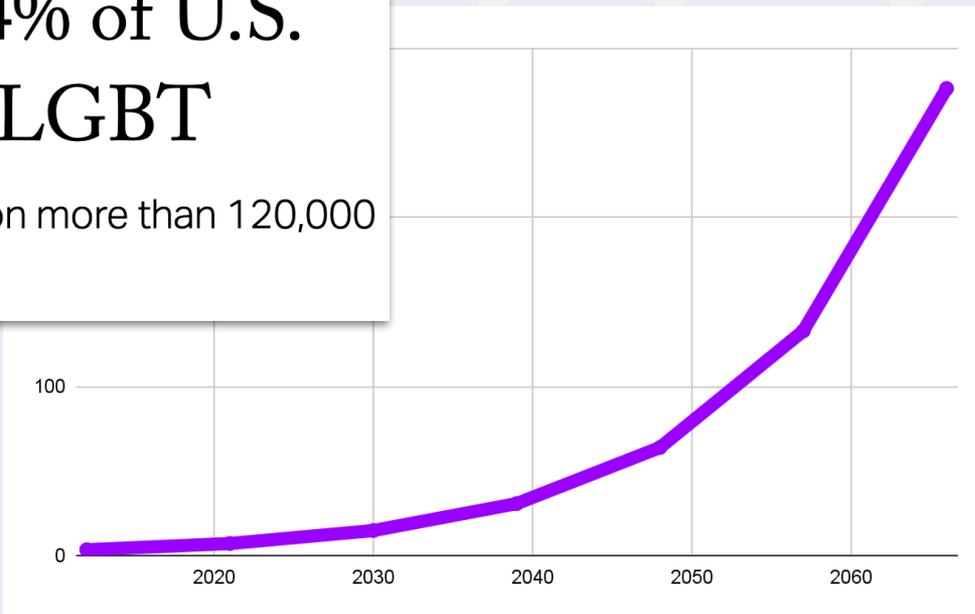
9 Yrs: ID More Than Doubled

POLITICS OCTOBER 18, 2012

Special Report: 3.4% of U.S. Adults Identify as LGBT

Inaugural Gallup findings based on more than 120,000 interviews

2012 News

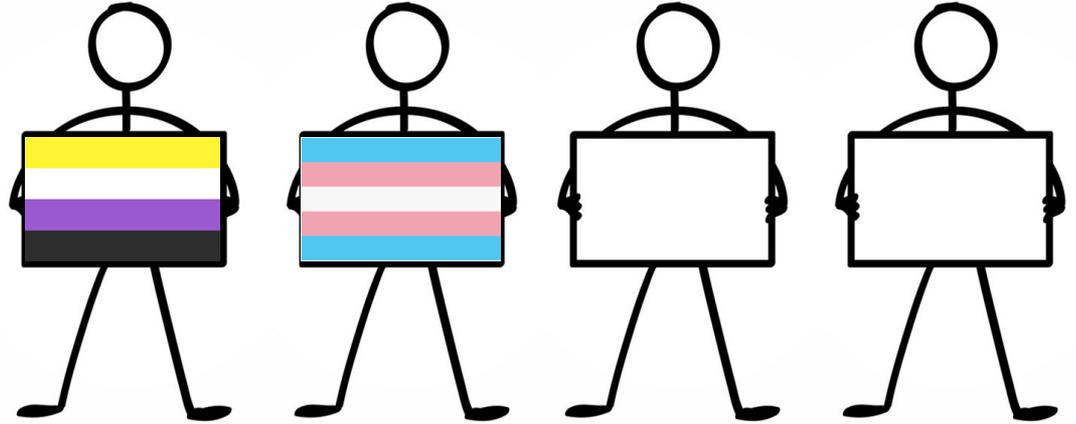




LGBTQ Youth



48% of LGBTQ youth identify as non-binary or trans.



71% of transgender and nonbinary youth reported that they have experienced discrimination based on their gender identity.



Which means...





BIPOC* demographics...



24%

of general pop are racial/ethnic minorities.

42%

of LGBTQ+ population are racial/ethnic minorities.

*Black, Indigenous, and People of Color



But...



Legislation affects health

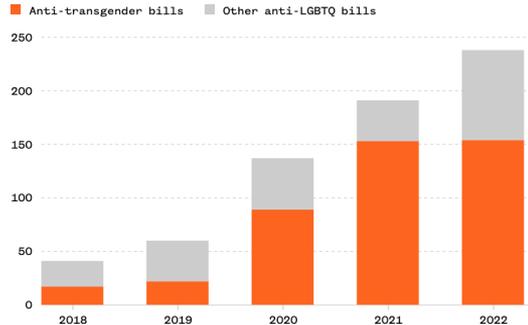
Nearly 240 anti-LGBTQ bills filed in 2022 so far, most of them targeting trans people

The annual number of anti-LGBTQ bills to have been filed has skyrocketed over the past several years, from 41 in 2018 to 238 in less than three months of this year.



Anti-LGBTQ state bills on the rise

Bills specifically targeting transgender Americans have skyrocketed since 2018, with all but three states weighing at least one since 2020.





Legislation affects health



Treatment of Gender Dysphoria for Children and Adolescents

April 20, 2022

The Florida Department of Health wants to clarify evidence recently cited on a [fact sheet](#) released by the US Department of Health and Human Services and provide guidance on treating gender dysphoria for children and adolescents.

Systematic reviews on hormonal treatment for young people show a trend of [low-quality evidence](#), small sample sizes, and medium to high risk of bias. A paper published





Tobacco Targeting



LGBTQ+ Menthol Advertising

SLIM LIGHTS
New from Newport.

Your style of pleasure.

Newport
SLIM LIGHTS

© 2011 Philip Morris Inc. All rights reserved. Manufactured by F.T.C. Menthol.

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

PARLIAMENT
Menthol Lights

Parliament
PERFECT RECESS

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

© 2011 Philip Morris Inc. All rights reserved. Manufactured by F.T.C. Menthol.

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.

© 2011 Philip Morris Inc. All rights reserved. Manufactured by F.T.C. Menthol.

om* TO AGE 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 · 16

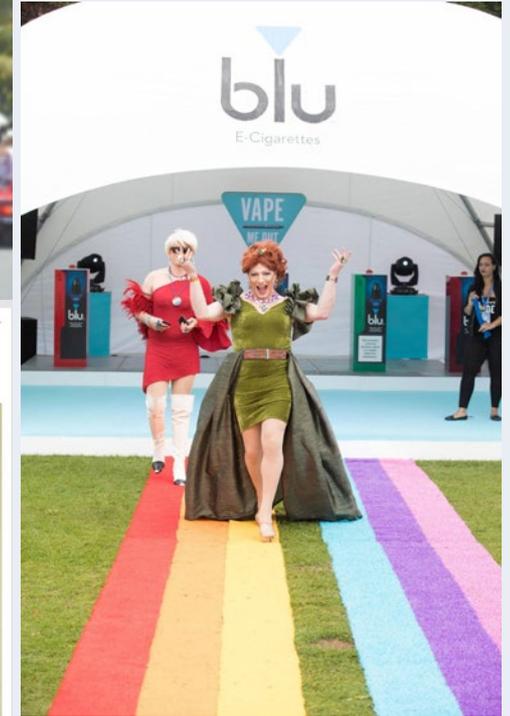
Happy LGBT Pride Month from your friends at NJOY!
<http://www.njoy.com>

TAKE PRIDE IN ALL YOU DO.

**NJOY
LGBT**

NJOY

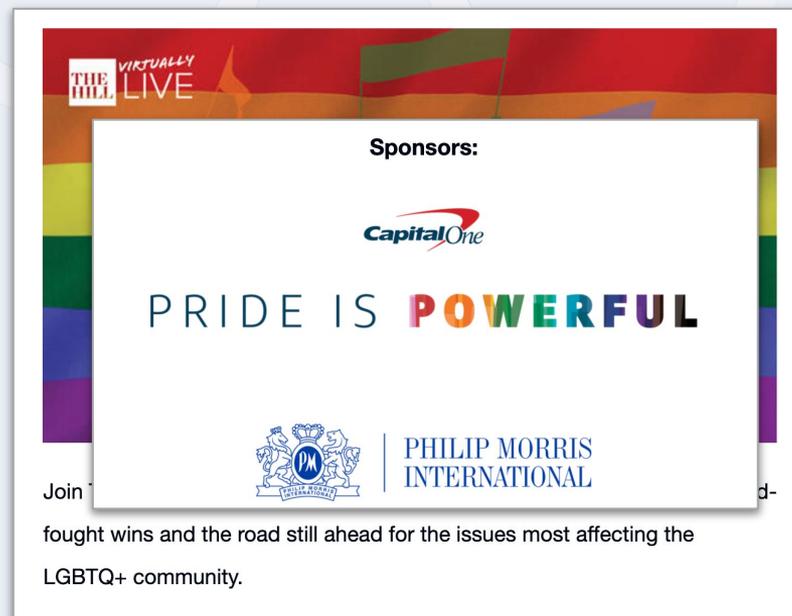
Like · Comment · Share · 7





Tobacco Industry Marketing and Influence

- Tobacco companies advertise at LGBTQ+ community events and contribute to HIV/AIDS organizations.
- They have a history of tying “freedom to smoke” to our own civil rights battles.





LGBTQ+ Tobacco Use



Higher Rates

40% higher
rates of cigarette smoking

- Use menthol tobacco products more than non-LGBTQ+ people
- See more tobacco product ads than non-LGBTQ+ people
- Ecigs fueling new disparity growth





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.





Vaping & LGBTQ+ Communities

- 1 in 4 LGB youth are using electronic vapor products.
- Driving new disparity growth
- Youth vaping has been labeled an epidemic by CDC.
- There is evidence that youth vaping leads to cigarette smoking or “dual - use”.





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
- Trans youth smoking rates? 2.3x higher than non trans youth.





Impact

As an Afro-indigenous
Carribean person who
identifies as queer,
tobacco products
have invaded our
spaces.

- Xavier, Georgia





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 spot 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, 15 states have included LGBTQ measures on their Behavioral Risk Factor Surveillance Survey, including these measures as key demographic variables in 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 pressure 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@caner-network.org | www.caner-network.org

Treatment Tips



Making Tobacco Relevant

- Start 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
 - Invest time and resources
 - Don't ask for free labor from underrepresented communities





Are you welcoming?

1. Set up an **Employee Advisory Committee** to address how welcoming you are
2. Set up a **Community Advisory** Committee for same
3. Require LGBTQ+ Cultural Humility **Training** for everyone at your organization
4. **Partner with or fund** LGBTQ+ Community organizations



Are you welcoming?

5. **Collect data** on LGBTQ+ communities by adding LGBTQ+ Culturally Competent questions to your forms
6. Create and distribute **LGBTQ+ Tailored information** and services.
7. **Give back!** Disseminate findings from the data you collect back to LGBTQ+ communities





Strategies

1. Active welcome - website
2. Active welcome - physical place
3. Active welcome - personal interaction
4. Active welcome - counter our fears
5. Practical welcome - collect resources



Examples



**TOBACCO
FREE
LOOKS GOOD
ON YOU!**

For help to quit smoking and vaping:

- FREE patches and more
- Support from a Quit Coach
- Get texts with Learn2QuitNY
- Quit in a way that works for you.

1-866-697-8487

nysmokefree.com/pride

Developed by Roswell Park Cessation Services for the New York State Smokers' Quitline



Examples

Populations Targeted by Tobacco: Lesbian, Gay, Bisexual, Transgender



Tobacco Use is Higher in LGBT Populations

- **More than 1 in 5** LGBT adults in America smoke – that's 30% higher than other adults.¹
- LGBT students start smoking younger and smoke more frequently compared to non-LGBT peers. According to the 2017 Maine Integrated Youth Health Survey², **23.0% of transgender high school students and 13.4% of gay/lesbian students use tobacco products**, compared with just 8.1% of non-LGBT students.

Industry Marketing & Targeting

- High rates of tobacco use in the LGBT community are due in part to tobacco companies' aggressive marketing – event sponsorships, bar promotions/giveaways, and ads.^{3,4}
- Tobacco companies advertise at “gay pride” festivals and other LGBT community events, and contribute to local and national LGBT and HIV/AIDS organizations.⁴
- Tobacco ads in LGB publications depict tobacco use as a “normal” part of LGBT life.³
- The marketing campaign, *Project SCUM* (Sub-Culture Urban Marketing), was created in the mid-1990s by a tobacco company to target LGBT and homeless populations.⁵

Tobacco Control and the LGBTQ+ Community: What You Need to Know

Friday, April 16th at 4:00 PM on Facebook Live

Scout (he/him), MA, PhD, is the Executive Director of the National LGBT Cancer Network.



Bob Gordon (he/him), MPH, originally from Portland, Maine, is the Project Director for the California LGBT Tobacco Education Partnership.

EQME
EQUALITYMAINE

FLAVORS
HOOK KIDS
MAINE



Examples





Examples

OUT PROUD
Free

“
As a black queer woman, I feel like we're doubly hit by different cigarettes, vaping, and other products.

—
Maud

A portrait of a Black woman with short hair, wearing a white button-down shirt, against a teal background. The text is overlaid on the left side of the image.

OUT PROUD
Free

“
Smoking decreases the effectiveness of gender affirming hormones... and don't we all want to be amazing?

—
Jada Mercedes

A portrait of a woman with curly red hair, wearing a black and white patterned top, smiling. The text is overlaid on the left side of the image.

OUT PROUD
Free

“
I was a bartender for many years and smoking was the only way we could get a break.

—
Sergio

A portrait of a man with a beard, wearing a plaid headband and a blue shirt, with a floral garland around his neck. The text is overlaid on the left side of the image.





Examples



[About Us](#) [Policy](#) [Resources](#) [Communications](#)



WE BREATHE

QUITLINE IOWA

[About the Quitline](#) | [About Quitting](#) | [Health Professionals](#) | [Enroll Now](#)

Hello. Sign In or Enroll today.

[Home](#) / [Just Looking](#) / [Tobacco User](#) / [Why Get Help?](#) / [Tobacco and You](#) / [LGBTQ+ Communities](#)

Why Get Help? >
Impact of Quitting
Proven Strategies
Tobacco and You

Explore How to Quit With the Quitline >

Am I Ready? >

Why Quit? >

LGBTQ+ People

People who identify as LGBTQ+ have tobacco use rates almost **50% higher** than people who are cisgender and straight. But that's not the end of the story – the community is taking back control of our health and our bodies from the tobacco industry.

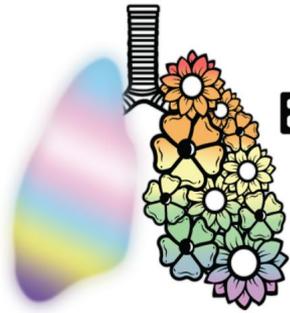


Becoming Tobacco-Free



Examples

Tobacco Cessation Resources



BREATHE
WITH
PRIDE

APH
Austin
Public
Health
PREVENT. PROMOTE. PROTECT.



Breathe with Pride Coalition Meeting: Please join our coalition meeting on **June 8, 2022**. We will be discussing Pride Season engagement. Join us!



Power Moves

1. Pronouns for all
2. Tailored landing page
3. Tailored resources
4. Community partnerships
5. Menthol++ advocacy

We welcome:

All **rac**es

All **rel**igions

All **cou**ntries of origin

All **sexu**al orientations

All **gen**ders

All **eth**nicities

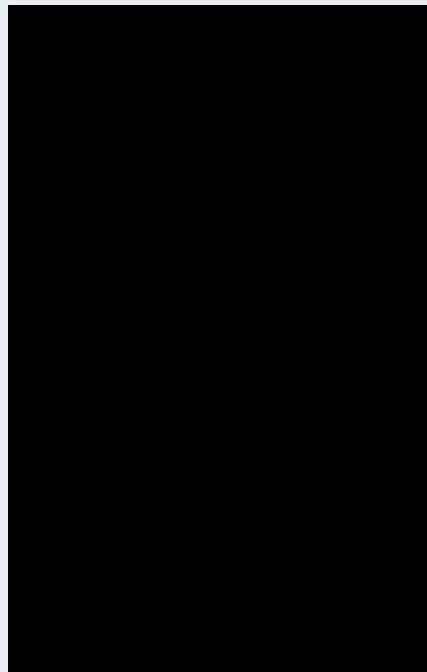
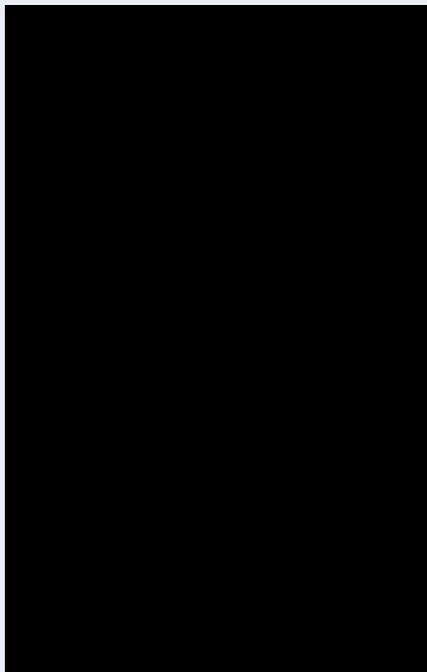
All **abi**lities

We stand with you.

diversity.ucsf.edu/WelcomeAll



Pronouns





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

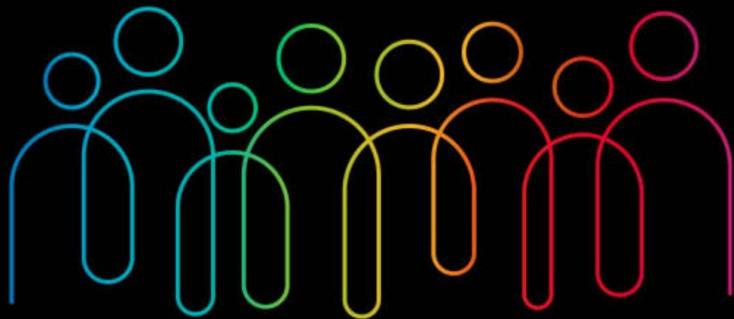
[cancer - network.org/welcoming](https://www.national-lgbt-cancer-network.org/welcoming)

- spaces



New Resources

Cancer Leaders Like Us



national
lgbt
cancer
network
ADVOCATING FOR HEALTH EQUALITY

Mentorship Program

Coming July 2022

Focused on supporting LGBTQI &/or BIPOC undergrads, grads, and early career professionals open to cancer as a career.

- Career talks
- Skills building
- Networking opportunities
- Internships

Get on mailing list for launch updates!

www.cancer-network.org

Are you a fan?



Please leave a review at:
bit.ly/NationalLGBTCancerNetworkReviews



Show your Pride by
Participating in GiveOut
Day this June 2022!



Federal Employees
Donate to us using CFC
Charity #12565





Thank you. For more information contact us at info@cancer-network.org or visit cancer-network.org

Q&A

- Submit questions via the **'Ask a Question' box**



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Free CME/CEUs will be available for all eligible California providers, who joined this live activity thanks to the support of the California Tobacco Control Program (CTCP)

For our California residents, SCLC offers regional trainings, online education opportunities, and technical assistance for behavioral health agencies, providers, and the clients they serve throughout the state of California.

For technical assistance please contact (877) 509-3786 or Jessica.Safier@ucsf.edu.

Visit CABHWI.ucsf.edu for more information

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✓ Refer your clients to cessation services

Post Webinar Information

- You will receive the following in our post webinar email:
 - ✓ Webinar recording
 - ✓ PDF of the presentation slides
 - ✓ Instructions on how to claim FREE CME/CEUs
 - ✓ Information on certificates of attendance
 - ✓ Other resources as needed
- All of this information will be posted to our website at <https://SmokingCessationLeadership.ucsf.edu>



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- **Visit** us online at smokingcessationleadership.ucsf.edu
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