



# Eliminate Tobacco Use

*Tailored Interventions and Outreach to Address the Impact of Tobacco Use Among Specific Groups*

*April 20, 2022*

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lgbt  
cancer  
network  
ADVOCATING FOR HEALTH EQUALITY



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# Who We Are

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1

EDUCATING

our communities  
about our increased  
cancer risks and the  
importance of  
screenings

ADVOCATING

2

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



# Setting the Stage

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# Setting the Stage – Our Community

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14 million people in the United States identify as LGBTQ.

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The Lesbian, Gay, Bisexual, Transgender, Queer, Questioning, Intersexual, Asexual (LGBTQIA\*) community represents a diverse range of identities and expressions of gender and sexual orientation.

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LGB adults are more than twice as likely as heterosexual adults to experience a mental health condition.

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Transgender individuals are nearly four times as likely as cisgender individuals (people whose gender identity corresponds with their birth sex) to experience a mental health condition.





# A Note on Language & Terminology

- **LGBT/LGBTQ/LGBTQ+** are all safe terms to use within a professional setting, these refer to the full population.
- **Gender Identity** is the innermost concept of self as male, female, a blend of both or neither. Our gender identity may or may NOT match our appearance, our body, or others' perceptions of us.
- **Sexual Orientation** is an inherent or immutable enduring emotional, romantic or sexual attraction to other people.
- **“Queer”** while historically derogatory, is *often used as a neutral or a positive term* among LGBT people today – not embraced or used by all LGBTQ+ people.





# The Social Determinants of Health

Made up of 5 components of social and environmental factors that impacts health and well being

- ❖ Economic Stability
- ❖ Education Access and Quality
- ❖ Health Care Access and Quality
- ❖ Neighborhood and Built Environment
- ❖ Social and Community Context







# Economic Stability

Layers of structural discrimination can impact an individual's chances of being below the poverty line.

1. Homophobia/ Transphobia
2. Racism
3. Sexism

15.7% of  
cisgender  
heterosexual  
individuals

21.6% of LGBT  
individuals  
29% of  
transgender  
individuals

30.8% of Black  
LGBT  
individuals;  
38% of Black  
Transgender

31.3% of Black  
lesbians &  
39.7% of  
bisexual women



# Healthcare Access and Quality

Putting this in context:

LGBTQ+ communities are more likely to be underinsured and to have had a negative experience with a health care provider.

**Even if we, ourselves have not had a negative experience, we know someone who has! Fear of discrimination from healthcare providers is a shared trauma among LGBTQ+ communities.**



# Neighborhood and Built Environment

Putting this in context:

LGBTQ+ communities are more likely to be without housing, to live in areas that are unsafe for our health, and to have higher percentage of tobacco retailers in our neighborhoods.

**More data is needed on the neighborhood and built environments in which LGBTQ+ communities reside.**



# Social and Community Context

Putting this in context:

LGBTQ+ communities are more likely to experience isolation while aging, discrimination at home and at the workplace. We are also in greater danger of being the targets of hate crimes.

**Black Transgender Women are especially at risk of being the targets of hate crimes.**



# Mental Health in LGBTQ+ Communities



# Mental Health & LGBTQIA+ Communities

- ❖ Members of the LGBTQIA+ community are more likely than the general population to experience hate crimes, harassment, assault, trauma, and discrimination.
- ❖ LGBTQIA+ individuals are impacted by:
  - Traumatic events
  - Have less access to behavioral health services
  - Routinely face barriers to equitable treatment
  - Experience discrimination by the health care system which can worsen mental health and substance use challenges





# As a result...

The combination of systemic and social stigma and barriers to care lead to poor mental health outcomes including:

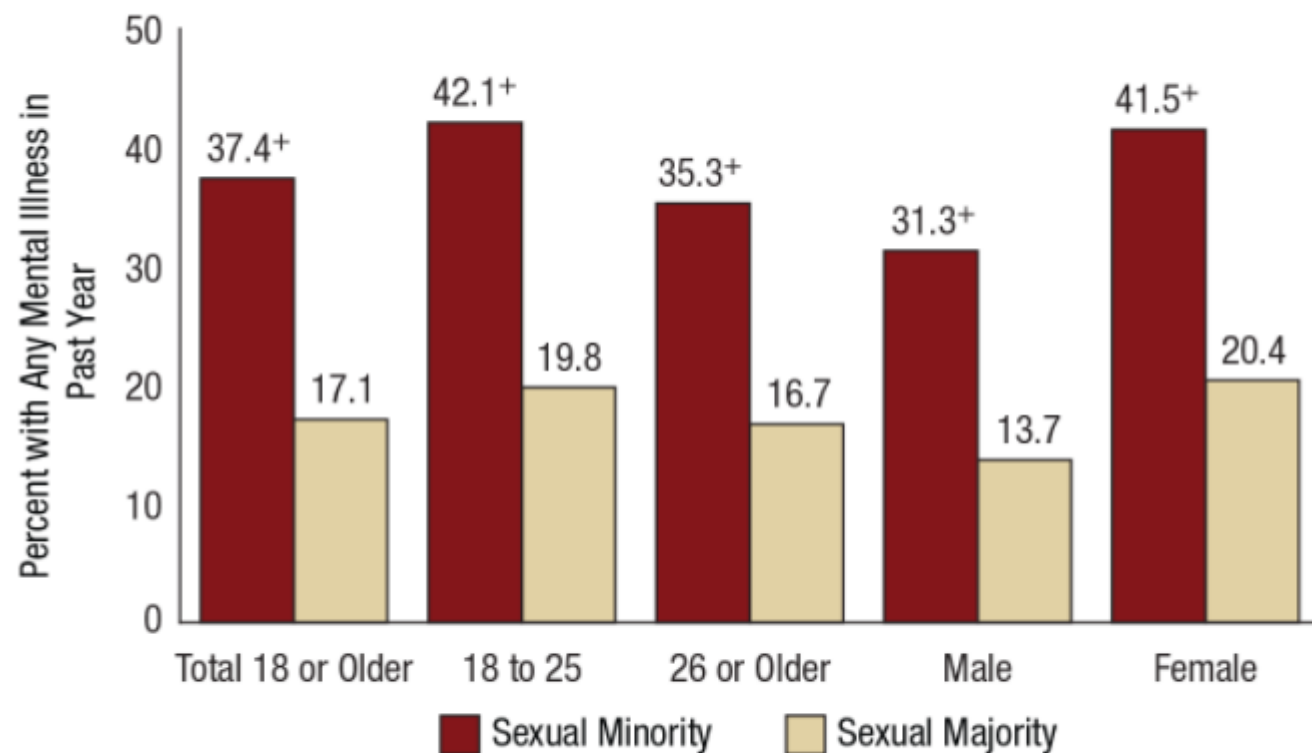
- Higher rates of suicide
- Higher prevalence of mental health and substance use challenges
- Increased rates of tobacco use and vaping







**Figure 13. Any Mental Illness in the Past Year among Sexual Minority and Sexual Majority Adults Aged 18 or Older, by Age Group and Sex: Percentages, 2015**



D

<sup>+</sup> Difference between this estimate and the sexual majority estimate is statistically significant at the .05 level.

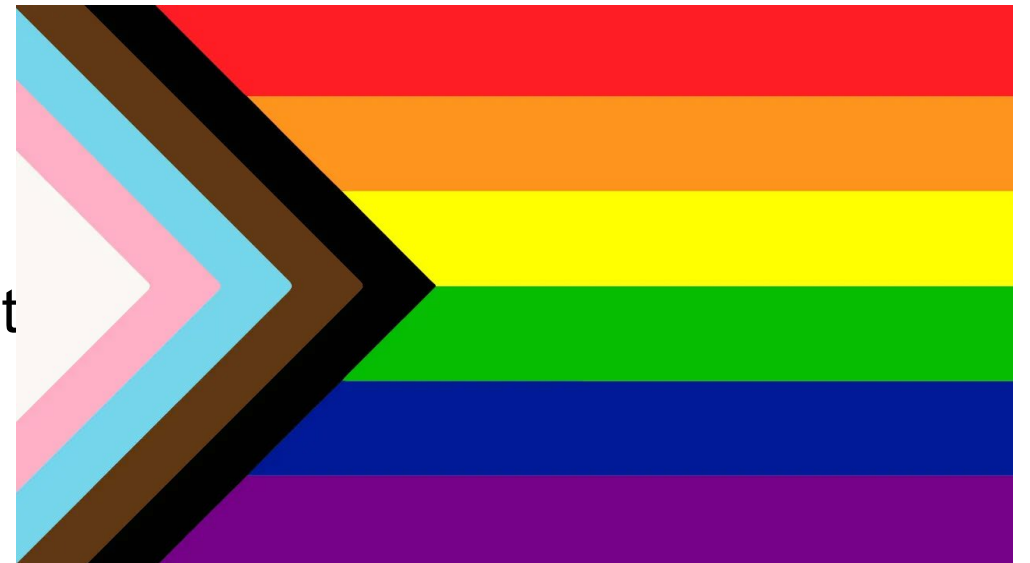
Note: Sexual minority adults identified as being lesbian, gay, or bisexual. Sexual majority adults identified as being heterosexual or straight.



# Tobacco in LGBTQ+ Communities

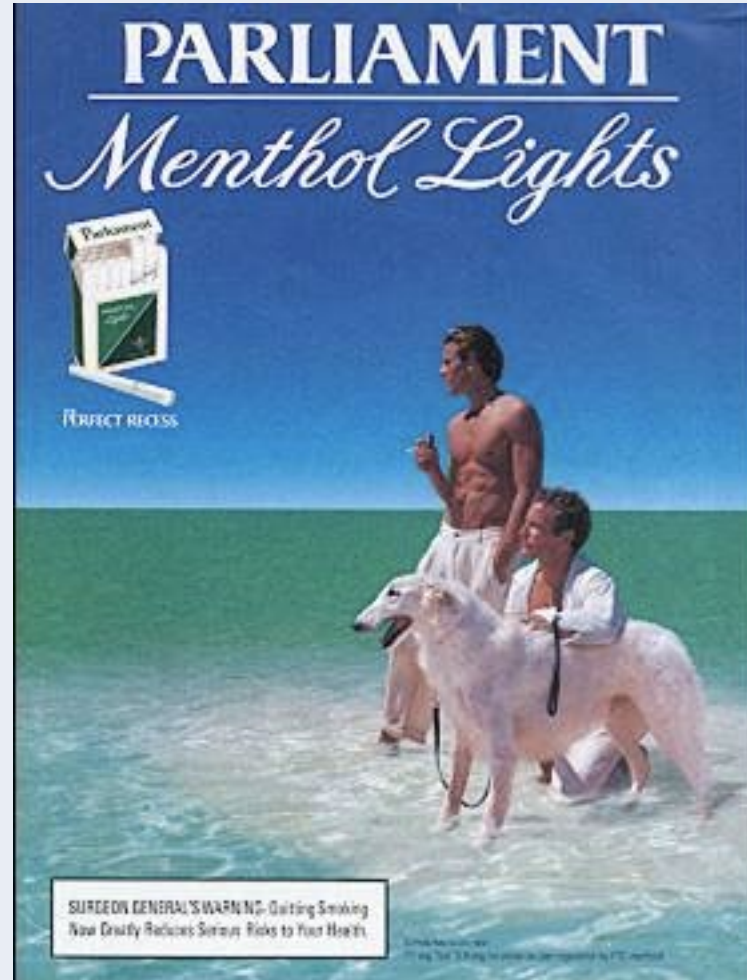
# LGBTQ+ folx are more likely to smoke, and...

- Use menthol tobacco products more than non-LGBTQ+ people
- Are exposed to secondhand smoke more than non-LGBTQ+ people
- See more tobacco product ads than non-LGBTQ+ people
- $\frac{1}{4}$ - $\frac{1}{3}$  of LGB\* youth are using electronic vapor products.
- Black transgender youth are 6x more likely to vape.





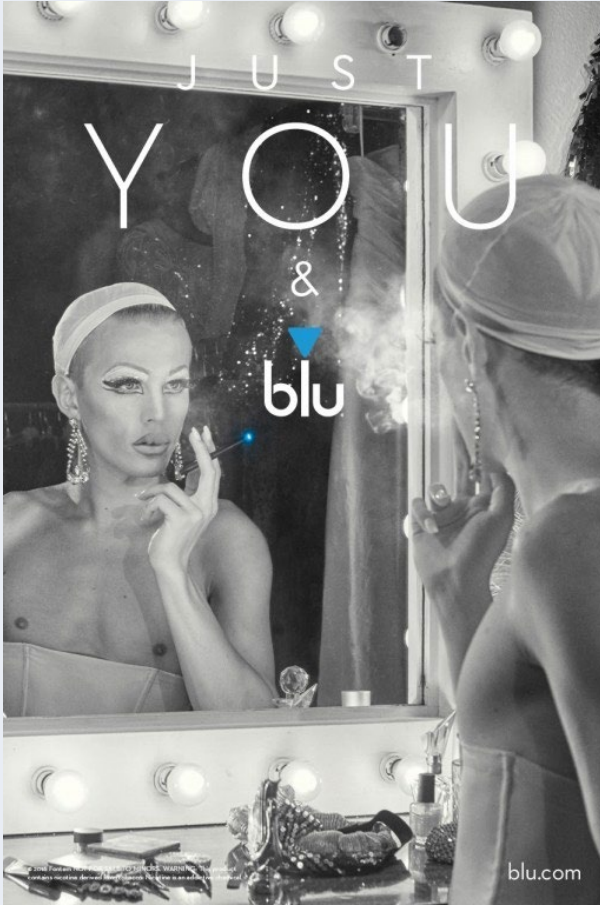
# LGBTQ+ Menthol Advertising







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



**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.

om\*  
TO AGE 21+ TOBACCO CONSUMERS

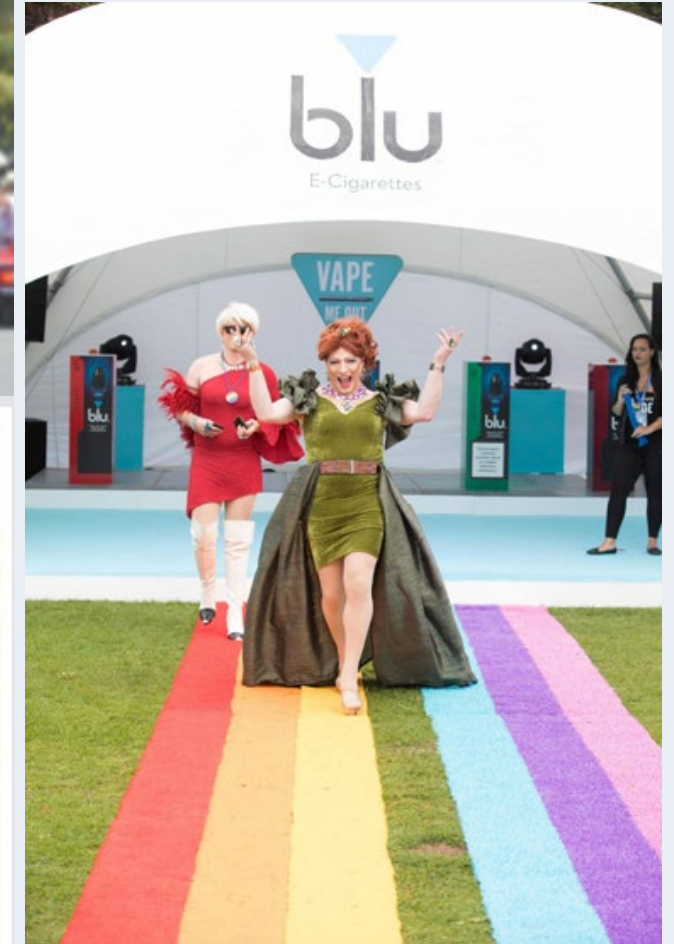
**NJOY**  
June 2, 2014 · 🌐

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

TAKE PRIDE IN ALL YOU DO.

**NJOY**  
LGBT

Like · Comment · Share · 7





# Happy Pride Month 2021!



Join The Hill on **Wed**  
fought wins and the r  
LGBTQ+ community.

Sponsors:



PRIDE IS **POWERFUL**



PHILIP MORRIS  
INTERNATIONAL





# Impact



I'm not cutting anymore, but I switched to smoking which essentially did the same thing.

- Sam, New York





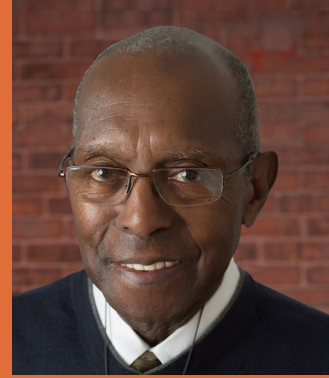
# Recommendations/Strategies



# Systems and Practices

1. Set up an **Advisory Committee**
2. Require LGBTQ+ Cultural Humility **Training** for everyone at your organization
3. Set up a **Community Advisory** Committee
4. **Partner with** LGBTQ+ Community organizations





Thank you. For more information contact us at [info@cancer-network.org](mailto:info@cancer-network.org) or visit [cancer-network.org](http://cancer-network.org)