



## You've Come A Long Way, Baby: Chicago Style

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- Bitch to Quit:
  - Successes and Failures of Versions
  - Traditional and Innovative Partnerships
  - LBQ and LGBTQ efforts



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- LCCP (the Lesbian Community Care Project), a program of Howard Brown Health Center, has been providing smoking cessation support to Chicago's lesbian, bisexual and queer women since the early 1990's.
- Bitch To Quit was started in 2000 and created especially with LBQ women in mind.
  - Acknowledges upfront the difficulties of quitting smoking
  - Is playful and non-shaming
  - LBQ women's triggers
  - LBQ women's culture
  - Outreached through LBQ women's networks using volunteers and word of mouth



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- Bitch To Quit 1.0:
  - Free Support Groups
  - Awareness Campaign
    - Matchbooks
    - Posters
    - Pluggers
    - BitchToQuit.com
    - T-shirts
    - Temporary tattoos

**STRIKE BACK AT  
BIG TOBACCO**

**BitchToQuit.com**

**773.561.4662**  
WE'RE HERE TO HELP

**FREE SMOKING CESSATION  
WORKSHOPS  
BY WOMEN • FOR WOMEN**

THE NEXT WORKSHOP BEGINS OCTOBER 3RD AT THE LCCP OFFICE  
REGISTER TODAY BY PHONE OR ON OUR WEBSITE

BROUGHT TO YOU BY THE LESBIAN COMMUNITY CANCER PROJECT  
4753 NORTH BROADWAY / CHICAGO, ILLINOIS 60640 / WWW.LCCP.ORG

GENEROUSLY SPONSORED BY THE CHICAGO DEPARTMENT OF PUBLIC HEALTH



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## You've Come A Long Way, Baby: Chicago Style

- Outreach Campaign
  - Community Events
  - Media/Ads:
    - Bitch Magazine
    - Bust Magazine
    - N'Digo
    - Chicago LGBT Media:
      - Chicago Free Press
      - Windy City Times
      - Black Lines
      - En La Vida





## You've Come A Long Way, Baby: Chicago Style

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- Sisters Kickin' Butt 2002

Collaborative Partners:

- LCCP
- Affinity
- CDPH, LGBT Health
- Amigas Latinas
- Horizons

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If you're just *thinking*  
about **QUITTING SMOKING**  
*or supporting those who want to quit*

Join us for the kickoff of the

**Sisters,  
Kickin'  
Butt**  
SMOKING CESSATION  
PROGRAM

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April 4, 2002 from 6:30 - 8:30 p.m.

Affinity Community Services  
5650 S. Woodlawn, Chicago

Featuring the Lucy Smith Quartet and Refreshments by  
Taylor-Made Cuisine

View a special screening of a new public service announcement by  
Sharon Zurek, director of the highly acclaimed film, **Kevin's Room**.

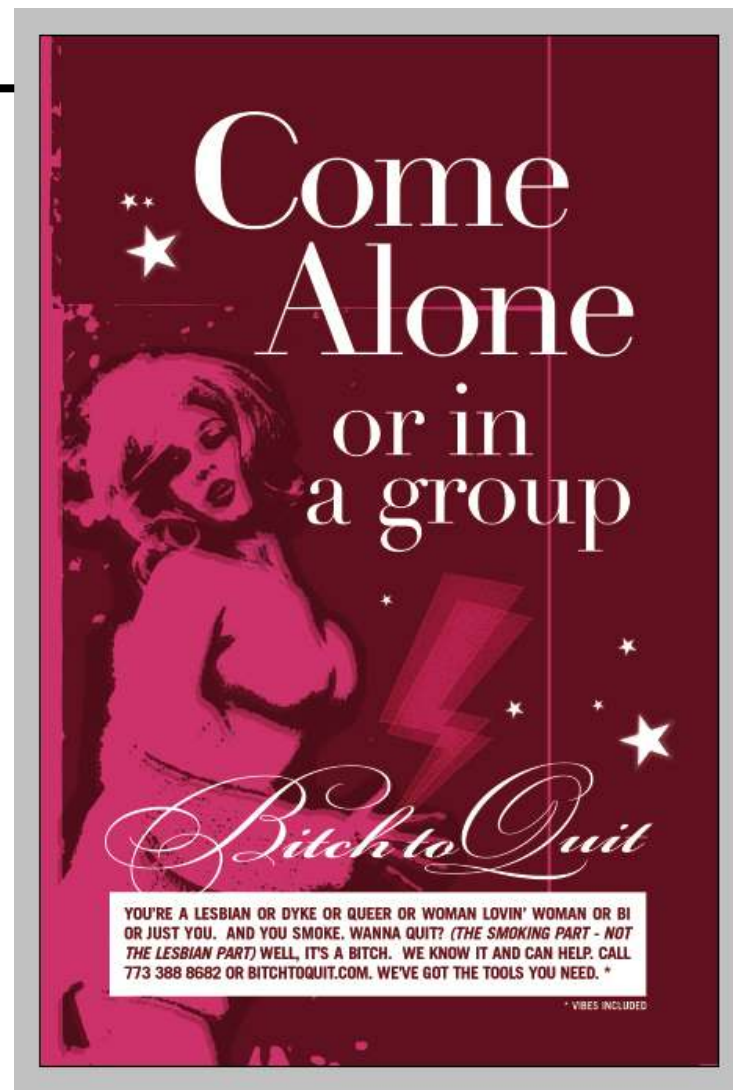
**RSVP 773.561.4662, ext. 100**

A project of the Department of Public Health, Office of Lesbian, Gay, Bisexual and Transgender Health and  
the Lesbian Community Cancer Center Project, Amigas Latinas, and Horizon Community Services.



## You've Come A Long Way, Baby: Chicago Style

- Bitch to Quit 2.0
  - Utilized LCCP's approach and Howard Brown's approach to smoking cessation support to create a group curriculum that recognized the wide breadth of our community.
- Two Modalities offered:
  - Free Support Groups
  - Free Drop-ins
- Outreach campaign:
  - Matchbooks
  - Stickers
  - Pluggers
  - Banner at events
  - BitchToQuit.com
  - MySpace





# You've Come A Long Way, Baby: Chicago Style

- Queer The Air Campaign 2006





## You've Come A Long Way, Baby: Chicago Style

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- Queer The Air Campaign 2006:
  - Initiative to foster smoke-free LGBTQ community in Chicago – specifically in bars. Two populations targeted:
    - Individuals
    - Businesses
  - Awareness Campaign
    - Pluggers
    - QueerTheAir.com (event listings)
    - T-shirts
    - Pub Crawl
    - Event sponsorships



## You've Come A Long Way, Baby: Chicago Style

- Bitch to Quit 3.0:
  - Sliding Scale LGBT Support Groups and Drop-ins
  - Smoke-free Illinois Law
- Outreach Campaign:
  - Posters (through bar partnerships)
  - Palmcards
  - Matchbooks
  - Ads
  - Websites & Blogs
- Media Garnered:
  - TimeOut Chicago
  - Chicago Free Press
  - Blogs

# Baby, it's COLD outside

**Chicago is smoke free as of  
01/01/08. Don't be caught  
standing out in the cold.**

**We know it's a bitch to quit smoking. We can help.**

Call 773-388-8682 today  
for more info about  
Howard Brown's  
Bitch to Quit smoking  
cessation program  
designed specifically  
for the LGBT community.

**BITCH**  
to **Quit**

Howard Brown's smoking cessation program

Partial financial support for Bitch to Quit provided by our community partners





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- For more info:
    - BitchToQuit.com
    - HowardBrown.org

# Hey, it's a bitch to quit!

**Are you ready for the ban?**  
Quit smoking with Howard Brown Health Center

**BITCH**  
to **Quit**

Howard Brown's smoking cessation program

Call 773-388-8682 today to sign up or visit [www.howardbrown.org/bitchoquit](http://www.howardbrown.org/bitchoquit)  
This program is designed specifically for the LGBT community.  
Various program locations available

Partial financial support for Bitch to Quit provided by the  
American Legacy Foundation and these community partners:



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