

# LGBTs & Tobacco: A bit of history

May 22, 2006 \* Chicago, IL

Scout, Ph.D.

Director

National LGBT Network for Tobacco Control and  
Prevention



# Outline of Presentation

1. Impact
2. Response
3. CDC + Legacy + RWJF + states
4. Case study: how they target us
5. Next steps



# Disproportionate impact

In a recent full probability study (CA),  
LGBT men smoked 50% more than the  
general population, and LGBT women  
smoked almost 200% more than the  
general population.



# We don't feel targeted

- In the survey above, 7 out of 10 LGBT men and 4 out of 5 LGBT women thought smoking was no bigger problem for LGBTs than everyone else
- Despite record high prevalence rates reported by the same group.



# Our leaders rarely see it as a priority

- UCSF researchers found that only 17% of 75 LGBT community leaders listed tobacco as a top three LGBT health issue.



# We're not angry

- When UCSF researchers conducted focus groups in the LGBT and African American communities they found that African Americans were primarily angry when shown depictions of tobacco industry targeting, while LGBTs were primarily grateful.



# The toll

Tobacco kills more LGBT people than any other health issue.



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# Case Study of Targeting



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# CA Prop 10 ballot initiative

## THE PRESS-ENTERPRISE

Tuesday  
October 27, 1988

Tuesday  
October 27, 1988

### *Not what the children need*

**T**here are, by the estimate of Proposition 10 supporters, more than 1 million California children who are eligible for subsidized child care yet who are not receiving it.

Accept that number at face value (it comes from the state's Little Hoover Commission) and grant that new promise could be added to those small lives by pre-school, nutrition, home health and family intervention efforts: It still doesn't add up to a reason to vote for Prop. 10.

Even throw in the notion that a new tax would force a lot of people to quit smoking, and everyone would be healthier with less cigarette smoke (either first- or second-hand) in their lives. You still come up short.

Prop. 10 is yet another good example of why cocktail party discussions don't necessarily make good laws. This one is a time-tested conversation-starter, and that's about it.

Prop. 10 would boost California's cigarette tax by 50 cents a pack. That would raise the tax to 87 cents per; the approximate price of a pack would rise to \$3.95 (that's exclusive of all the

other tax and settlement proposals that have been floating around lately). This would raise up to \$750 million a year, nominally to finance the California Children and Families First Program. In reality, all of this money would trickle down through a brand new bureaucracy — a state commission at the top of the pyramid, separate commissions for each county and, of course, all the staff, at every stop, that a lavishly financed entitlement operation could spawn.

Is that what these California children need? Are their problems going to be solved by the creation of more commissions? No. That's not a solution: It's the throwaway line you use to close out that cocktail party conversation so you can move on to the next topic.

Prop. 10 is Hollywood-sponsored: It has big entertainment bucks behind it. As might be guessed, it has Big Tobacco bucks against it. So it's a fairly loud debate. But that doesn't make it an important one. There's nothing here that Californians need. We urge a No vote on Proposition 10.

**Prop. 10 would boost California's cigarette tax by 50 cents a pack. That would raise the tax to**



# Big Tobacco works together to plan opposition

RE: May 28 Industry Meeting - CA Initiative

**Attendees:** TI: Pat Donaho, Dan Howle. PM: Pam Inman, Mike Carpenter, Ted Letanzia, Caesar Varga. B&W: Paul Jacobson. RJRT: Mike Phillips. STC/Wholesalers: Dennis Loper. Consultants: Steve McMahon and Joe Trippi (McMahon & Trippi); Joe Shumate and Grant Gillnam (Shumate & Co.); the legal guy (Merskemer?)

Two pages of materials that were passed out are attached.

Signatures: Proponents submitted 1,186,481 signatures. They need 763,000+ to qualify, which means they need a validity rate of about 65%. Several counties have already validated signatures. Ranges from validity rate of 50% to 92%. The largest county that has validated signatures (San Diego) had a 72.6% valid rate.

Consensus is that it could be close, but proposal will likely qualify for the ballot.



# And recruits an LGBT community leader

Campaign team reported that a guy named David Mixner has been retained to work the gay and lesbian community. It's said he is the premiere, most credible gay activist in California. Claims to have a mailing list of 400,000 to 500,000 registered, gay voters. Group normally votes at 90%+ rate. Sense is that the community would likely support the tax initiative, but the Mixner could get them to take a "no position" stance. No way to get them to oppose tax.

Mixner could get them to take a "no position" stance.



# OK to target LGBTs, but not "minorities"

Consultants for minority communities will not be retained until later, if at all, to eliminate notion that the Industry is targeting these groups.



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# Check, how much money have they given us?

Campaign committee would like to know any major support the companies have given to CA-based gay or lesbian groups; minority groups, and labor. I'll chat with Ben Ruffin about this.



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# Offer people money

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## Initiative Update

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May 4, 1998

### A. Coalition Groups

#### Stoorza, Ziegans & Metzger

Their proposal has been forwarded for approval. They will have a preliminary media and coalition response plan to JS&A by the middle of this week. Current deadline for formal plan is May 8, 1998.

#### Ethnic Coalitions

Per the last update, all community representatives on hold until after July 1st except for David Mixner. Steve McMahon talked to Mixner last week. Mixner was positive and promised he would give us an answer on Monday.

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# Create the timeline

Campaign Timeline

Task	Start	Complete	Notes
Complete cable TV Survey/Analysis	5/15/98	7/15/98	Underway, will be completed on schedule.
Recruit and hire targeted constituency/ethnic coalition and earned media consultants	5/15/98	7/15/98	Stoorza and Mixner underway, others on hold until 7/1/98 per Committee decision
Complete full opp research and analysis	4/20/98	6/15/98	Completed...Moss and Ralston reports circulated and enclosed
Complete coalition plan	5/1/98	5/13/98	Completed...Stoorza plan enclosed, updated information attached
First round focus groups	5/26/98	5/29/98	Completed, report and videos circulate, report attached
First benchmark survey	6/9/98	6/13/98	Completed on June 13th.....data attached
Complete classification modeling	6/22/98	7/13/98	Survey analysis underway... questionnaires and sampling development begins next week
Complete targeted constituency/ethnic survey research and focus groups	7/1/98	7/31/98	Schroth to develop data starting 7/1/98
Message testing support/opposition campaign	7/1/98	7/31/98	Materials drafting in June, pre-survey first week of July
Second round focus groups	8/3/98	8/5/98	Question development last week in July

Stoorza and Mixner underway, others on hold until 7/1/98 per Committee decision



# Target LGBT civil rights group

## 1) ANGLE LISTS:

I am following up with one-on-one meetings with each member of ANGLE. I want to make sure we don't have any problems in purchasing their lists and maintaining the "no" endorsement on their slate. As they have historically supported all previous anti-tobacco initiatives, this would be a major departure for them. It is going to take a lot of skill to pull this off, but I think we can do so if we carefully answer each person's concerns. That is what I am doing now. I think we will continue to remain in good shape. Also, I am working with Doug Winslow, their direct mail house, to get a better feel of the lists and how we can proceed once agreement is reached.

endorsement on their slate. As they have historically supported all previous anti-tobacco initiatives, this would be a major departure for them. It is going to take a lot of skill to pull this off, but I think we can do so if we carefully answer each person's concerns.



# Hit them again, and again

I would suggest three mailings to this list. One to be sent right after Labor Day to set the tone of the campaign. Another to be sent right at the beginning of absentee ballot voting. This community votes *heavily* by absentee ballot. And, the final piece to be sent to arrive the week of the election.



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# Target the LGBT media

## 2) GAY AND LESBIAN MEDIA:

We will have to move quickly once we understand the extent and the nature of the campaign in August. Some of the Gay and Lesbian publications are published quarterly, and we must have camera-ready art to them quickly.

I will be advising a full scale, "narrow cast," print media campaign in the Gay and Lesbian media. The message should be specifically targeted to the Gay and Lesbian community based on serious focus groups and polling. **The only thing we don't know is if any of them have a policy against ads from the tobacco industry.** Here are the publications we have to be concerned about:



# Make a list of all media to blitz

## 4 FRONT:

This is a Southern California based, twice-monthly magazine. A full-page costs \$656 per premium page. We should be able to do four issues before the election.

## THE ADVOCATE:

This is the largest national Gay and Lesbian magazine. We could create an ad for their California edition, but I think it would be expensive and not very productive.

## THE BAY AREA REPORTER:

This is the most powerful Northern California Gay and Lesbian publication based in San Francisco. It is published weekly. A full-page, premium ad would cost \$1,190 per issue. I think we would want to do six weeks of ads to make sure our messages are getting across to the potential voter. They might have a policy against tobacco ads.

## THE BLADE:

This is the only newspaper that serves the very large Gay and Lesbian community in the Orange County/Long Beach area. It comes out approximately every two weeks. We should look to do four full-page ads at \$725 per page rate.

## THE BOTTOM LINE:

This is the publication that serves the Palm Springs/ Riverside Gay and Lesbian community. It comes out about every other week. We should do four full-page ads at \$243 per page.



# Don't forget any

## CURVE:

This magazine is targeted towards Lesbians. It only comes out about three to four times a year. It has a very long lead time and we *might* be able to get into an issue before the November election. I don't know yet what the cost per page would be.

## EDGE:

This weekly "news" magazine serves basically the gay men's community of the Los Angeles area. It comes out every week and has a wide circulation. I think we should do six, full-page, premium ads at \$956 per page.

## FAB:

Recommend no ads since there would be little return from them.

## FEMALE FYI:

Will not take tobacco ads.

## FRONTIERS NEWS MAGAZINE:

This Los Angeles based magazine is the largest, and only, statewide Gay and Lesbian publication. It wields enormous influence in the Gay and Lesbian community. It is published every two weeks and I think we ought to do four full-page premium ads at \$1,225 per page.



# I said don't forget any

## THE GAY AND LESBIAN TIMES:

This is the San Diego area's largest Gay and Lesbian publication. It distributes the paper as far North as Los Angeles. It is published weekly and I would suggest that we do six full-page ads at \$575 per page.

## GAY BLACK FEMALE:

This Los Angeles publication obviously has a very targeted base. It comes out about every other month and we should do one full-page ad on the inside cover for \$250.

## GENRE:

This national magazine is based in Los Angeles. I recommend no ads at this time, but, for the right deal with them, I might change this recommendation.

## GIRLFRIENDS:

Attempting to get information.

## IN:

This is an increasingly popular publication with young Gays and Lesbians. It comes out every other week. I think we should take four, full-page, premium ads at \$997 per page.



# Not done yet

## LESBIAN NEWS:

This magazine is the largest Lesbian publication in California. It is released every other week. It is crucial to any ad strategy. I would recommend four full-page ads at \$988 per issue.

## LA GIRL GUIDE:

This Los Angeles magazine, aimed at the more "hip" Lesbian crowd, comes out once a month. I would recommend one full-page ad at \$400.

## MOM, GUESS WHAT?:

This is the newspaper that serves the Sacramento and Central Valley Gay and Lesbian community. We definitely should take ads but at this moment do not have the proper information.

## ODESSEY MAGAZINE:

It will not be productive to place ads in this Los Angeles based magazine directed toward the 'club' crowd.

## THE SAN FRANCISCO BAY TIMES:

This is the Bay Area's other major Gay and Lesbian publication. It comes out every other week. I would recommend four full-page ads at \$1,148 per issue.



# Aaaand, that's it

## TWINK MAGAZINE:

This small, but very influential magazine is aimed at young Gay men. It is very important. It is released every other week and we should take four, full-page, premium ads at \$745 per issue.

## UPDATE:

This San Diego area publication comes out every week. We should do four full-page ads at \$425 per page.



# It's going to cost you

The total for such an ad campaign described above would come to \$45,584 That does not include several publications where we still have to obtain information

\$45,584



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# But you've already been watching LGBT media

## Gay Press Emerges As Fastest Growing Print/Ad Market For Third Consecutive Year

NEW YORK--(BUSINESS WIRE)--Oct. 6, 1997--

### Gay Press Emerges As Fastest Growing Print/Ad Market For Third Consecutive Year

United Airlines, IBM, American Express Financial Services, HBO and Aetna Enter Market  
Obituaries Drop 38.4%, While Ads For New HIV Drugs Drive Revenue Growth

Advertising spending in the gay press reached \$100.2 million this year, a 35.9% increase over 1996, according to the fourth annual Mulyan/Nash Gay Press Report, a national study of ad spending and editorial content in the 136 gay-targeted print publications across the U.S.

"According to our calculations, the gay press has once more emerged as the fastest growing print/ad market in the U.S.," stated Dave Mulyan, partner of Mulyan/Nash. "For the past three



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# Now, how will we sell this?

## 3) ISSUE DEVELOPMENT:

Obviously, the direct mail and print media placement is only as good as the content. Since it is apparent that we are not going to have the endorsement of most Gay and Lesbian leadership, it is important to use these campaign tools to bypass that and go directly to the Gay and Lesbian voter with a message that will resonate. There are several areas that would have special interest to this community. That would include lifestyle regulation, government intrusion into private lives, and removing choice as an option for one's life decisions. These themes *need to be developed carefully by focus groups and polling.* We must be ready to immediately set the tone of the debate in early September. That means our message, materials and content must be decided by mid-August at the absolute latest or we will miss important deadlines.

Grant, I will keep you updated with information as I attain it. Best wishes for a successful meeting.



# When LGBT leaders aren't on board?

Since it is apparent that we are not going to have the endorsement of most Gay and Lesbian leadership, it is important to use these campaign tools to bypass that and go directly to the Gay and Lesbian voter with a message that will resonate. There are



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# Themes that resonate with LGBTs

directly to the Gay and Lesbian voter with a message that will resonate. There are several areas that would have special interest to this community. That would include lifestyle regulation, government intrusion into private lives, and removing choice as an option for one's life decisions. These themes *need to be developed carefully by focus*

1. Lifestyle regulation
2. Government intrusion into private lives
3. Removing choice as an option for life decisions



# Spend money, find the best pitch

option for one's life decisions. These themes *need to be developed carefully by focus groups and polling.* We must be ready to immediately set the tone of the debate in early September. That means our message, materials and content must be decided by mid-August at the absolute latest or we will miss important deadlines.

Grant, I will keep you updated with information as I attain it. Best wishes for a successful meeting.

set the tone of the debate



# Actually spend lots of money

**Ballot Measure Committee Campaign Disclosure Statement — Long Form**  
 (Government Code Sections 84200-84216.5)  
 SEE INSTRUCTIONS ON REVERSE  
 Check one of the following boxes to indicate the type of statement being filed:

Pre-election Statement       Termination Statement (Attach a completed Form 415 to this statement.)  
 Quarterly Statement  
 Semi-annual Statement

Type or print in ink.

Statement covers period from <u>04/01/98</u> through <u>06/30/98</u>	Date Stamp 	COVER PAGE - LONG FORM Page <u>1</u> of <u>16</u> For Official Use Only
Date of election if applicable: (Month, Day, Year) <u>N/A</u>		

**Committee Information**

NAME OF COMMITTEE  
 Committee Against Unfair Taxes, Sponsored by Tobacco Companies and the California Distributors Association

ADDRESS OF COMMITTEE (NO. AND STREET)      P.O. NUMBER  
1127-11th Street, Suite 300      971981

CITY      STATE      ZIP CODE  
Sacramento      CA      95814

AREA CODE/PHONE NUMBER  
(916) 442-2280

NAME OF TREASURER  
J. Richard Eichman

PERMANENT ADDRESS OF TREASURER (NO. AND STREET)  
1127-11th Street, Suite 300

CITY      STATE      ZIP CODE  
Sacramento      CA      95814

AREA CODE/DAYTIME PHONE  
(916) 442-2280

Attach additional information on appropriately labeled continuation sheets.

12. TOTAL EXPENDITURES MADE.....Add Lines 10 + 11	\$ 269,135.09	\$ 54,506.40	\$ 323,641.49
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**\$ 323,641.49**



# Work at home and earn \$15k in 2 months!

DBM Associates		
356 Huntley Drive		
West Hollywood, CA 90048	P	10,000.00

DBM Associates	P	9,000.00
356 Huntley Drive		
West Hollywood, CA 90048		

DBM Associates	T	239.60
356 Huntley Drive		
West Hollywood, CA 90048		



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# No we said spend LOTS of money

**1,487,250!**

Phase II Budget	31-Aug	07-Sep	14-Sep	21-Sep	28-Sep	06-Oct	12-Oct	19-Oct	26-Oct	02-Nov	Total
<b>Structure</b>											
Travel & Misc. Expenses - consultants	10,000	10,000	10,000	10,000	10,000	0	0	0	0	5,000	55,000
Shipping & Postage	1,000				1,000					500	2,500
Field Staff	9,000				9,000					4,500	22,500
Field Assl	3,300				3,300					1,650	8,250
Rent	1,000				1,000					1,000	3,000
Copy Services	2,500				2,500					2,500	7,500
Phones	2,500				2,500					2,500	7,500
Supplies & Misc.	3,000				3,000					3,000	9,000
Shumate & Associates	30,000				30,000					15,000	75,000
Strategic Solutions	30,000				30,000					15,000	75,000
Stoorza	25,000				25,000					0	50,000
Printing & Mail	25,000				25,000					0	50,000
Latino Outreach	6,500				6,500					3,250	16,250
African American Outreach	6,500				6,500					3,250	16,250
David Mixner	5,000				5,000					0	10,000
Dem & liberal outreach	12,500				12,500					6,250	31,250
General business and campaign spokesperson	12,500				12,500					6,250	31,250
Earned media planner & spokesperson	12,500				12,500					6,250	31,250
Moss/Research	10,000				0					0	10,000
Relation/Research	7,500				7,500					3,750	18,750
Travel & Misc. Expenses - coalitions & earned media	4,000	4,000	4,000	4,000	4,000	0	0	0	0	2,000	22,000
<b>Testing</b>											
Television	380,000										380,000
Mail	90,000										90,000
Polling ***	65,000										65,000
<b>States &amp; Registration</b>											
State mailer deposits	250,000										250,000
Smoker reg. program (fils & mail)	150,000										150,000
<b>Grand Total</b>	<b>1,154,300</b>	<b>14,000</b>	<b>14,000</b>	<b>14,000</b>	<b>209,300</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>81,850</b>	<b>1,487,250</b>



# And..... Still lose

- In a “heartbreakingly close” vote, Proposition 10 passes in 1998.



# Another brief example

**PHILIP MORRIS U.S.A.**

**INTER-OFFICE CORRESPONDENCE**

**120 PARK AVENUE, NEW YORK, NY 10017**

**TO:** Yvette Robinson  
May Nivar

**DATE:** October 9, 1997

**FROM:** Bert Johnson

**SUBJECT:** CEM's Gay and Lesbian Marketing Efforts

## SITUATION ANALYSIS

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

## FINDINGS

Gays and Lesbians are good prospects for the Benson & Hedges brand. Many African-American and white Gay and Lesbian adult smokers indicated on their survey forms that they smoke various menthol-flavored cigarettes, while Hispanic adult smokers indicated that they usually prefer Marlboro or Camel cigarettes.



# Hire more LGBT consultants

January 1, 1997

Mr. Scott Seitz  
Spare Parts, Inc.  
361-4 Post Road West, Suite 333  
Westport, Connecticut 06880

**Benson & Hedges Community Event Marketing Program**

Dear Mr. Seitz:

This letter constitutes the agreement (the "Agreement") between Philip Morris Incorporated, a Virginia corporation with executive offices located at 120 Park Avenue, New York, New York 10017 ("Philip Morris"), and Spare Parts, Inc., a Connecticut corporation with executive offices located at 361 Post Road West, Westport, Connecticut 06850 ("SPI"), pursuant to which SPI will render services to Philip Morris in connection with Philip Morris' **BENSON & HEDGES Community Event Marketing Program** (the "Program") under the terms and conditions stated.



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# Pay them

## 2. Payment.

In consideration of the services rendered by SPI in connection with the Program, Philip Morris will pay SPI \$25,000 as follows: Philip Morris will pay SPI (i) \$6,250 within thirty days after the complete execution of the Agreement and SPI's submission of an invoice on February 1, 1997; (ii) \$6,250 within thirty days after SPI's submission of an invoice on May 1, 1997; (iii) \$6,250 within thirty days after SPI's submission of an invoice on July 1, 1997; and (iv) the balance of \$6,250 within thirty days



# Get listings of LGBT events

## EXHIBIT A

### Club B Event check list Event List

Event Name/ Location	Event Type	Event Date
White Party, Palm Springs	"Circuit Party" dance club and pool parties	3/27/97 to 3/30/97
4th Annual Gay/Lesbian Business Expo, New York	Business Expo. Trade Show	4/5/97 to 4/6/97
Halsted Street Festival, Chicago: street party blocks from Adison to Belmont (6 blocks) 3 music stages, 38 bands	Street Fair, music festival	8/16/97 to 8/17/97
WomenFest, Key West September '97	Street Fair, music festival	9/1/97

Halsted Street Festival, Chicago:  
street party blocks from Adison to  
Belmont (6 blocks) 3 music stages,  
38 bands



# Sign contracts to promote

**Event:** Northalstead Market Days

**Date/Time:** Saturday, August 16, 1997 11:00 a.m.-9:00 p.m.  
Sunday, August 17, 1997 11:00 a.m.-9:00 p.m.

**Location:** Roscoe and Halstead Streets in Chicago

**Activities:** Food, entertainment, street festival

**Philip Morris Participation:** As the exclusive tobacco company sponsor of the event on behalf of Benson & Hedges, Philip Morris will conduct name generation activities and incentive giveaways among smokers, 21 years of age or older.

From two kiosks or one 10' x 22' booth, smokers (21 years of age or older) will be asked to fill out a survey. Eligible smokers will receive a free lighter and a chance to spin a wheel for an additional incentive item, which may include a cigarette case, personal stereo holder, fanny pack or watch.

The booth or kiosks will be set up, and banners will be placed, by the executing agency.

**Contact Information:**

Philip Morris:	Yvette Robinson, Program Manager	Tel: (212) 878-2360 Fax: (212) 907-5478 Beeper: (800) 410-8897
	May Nivar, Program Coordinator	Tel: (212) 880-3145 Fax: (212) 907-5478 Beeper: (800) 536-4984
Consultant:	Julia Salazar Spare Parts, Inc.	Tel: (310) 657-0115
Promoter:	Tony Abruscato Chicago Special Events Management 2419 North Clyburn Chicago, IL 60614	Tel: (773) 863-3010 Fax: (773) 868-0425



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# Show CEM calendar



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# Example DC CIA

- Work with existing groups
- Recruit LGBT leaders
- Neutralize LGBT paid tobacco opposition
- Pressure key alderman
- Stand and be counted!



# What's next for Chicago

- CIA pressure
- Watch for pressure to overturn CIA
- Build collaborations with tobacco control groups
- Build LGBT awareness about tobacco impact
- Build support for cessation



# How can Chicago fit in National Network?

- Document your lessons learned
- Create new strategies others can use
- Help create successes we can learn from
- Participate in national organizational activities
- Spread the tobacco control vibe around to yr national counterparts in LGBT



# National Network for LGBT Tobacco Control

Next event

4<sup>th</sup> LGBTI Anti-Tobacco Summit

July 11<sup>th</sup>, Washington, DC.



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