

Reaching and serving your LGBT Communities

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Scout, Ph.D., Director, National
LGBT Tobacco Control Network



www.lgbttobacco.org * lgbttobacco@gmail.com

Presenters

- **Francisco Buchting, Ph.D.** is a Research Administrator of Epidemiology and Policy Research at California's Tobacco-Related Disease Research Program. He recently spearheaded an historic meeting on LGBT of Color cosponsored by the National Cancer Institute and American Legacy Foundation. He is a Vice-President of CLASH, the Coalition of Lavender Americans on Smoking & Health.
- **Bob Gordon** is the Project Director of the California LGBT Tobacco Education Partnership, a project of the California Department of Health Services. His humorous documentary video about the Lucky Strike smoking lounge at the GLAAD Media Awards-- "How They Get Us To Screw Ourselves"-- has screened at a number of film festivals and conferences, and is being used as a tool to push for policy change.
- **Scout, PhD**, is the Director of the National LGBT Tobacco Control Network run through the Fenway Institute in Boston, MA. He has 18 years of leadership in the LGBT communities and most recently led a multi-site LGBT intervention research project funded by American Legacy Foundation.



National LGBT TCN New Initiatives

- Census of current state LGBT tobacco disparity activities
- Directory of LGBT Professionals and Projects
- Website with resource library
- Direct technical assistance to help states enhance their LGBT efforts.



State Census Findings

- 39% (20 states) are doing LGBT work
- Examples
 - Inclusion in a disparity plan
 - Direct funding
 - Inclusion of LGBT reps in planning
 - Needs assessment
 - Interventions

State Census Findings

- 70% of states are interested in technical assistance to advance LGBT tobacco health disparity work
- Needs
 - ┌ Community contacts
 - ┌ Literature about LGBT tobacco prevalence
 - ┌ Information/evidence to support addition of sexual orientation question on state surveys or quitline
 - ┌ Best practice information

Common state steps re: LGBT tobacco disparities

1. Establish evidence of LGBT tobacco disparities
2. Collect data on LGBTs to track changes
3. Add LGBT community reps to planning groups
4. Use best practices from other states to determine what LGBT interventions to pursue

How can National LGBT TCN help?

1. Provide literature on LGBT smoking prevalence
2. TA to add SO to state surveys
3. Assistance to reach community advocates
4. Links to experts and best practice information

Data Discussion

LGBT tobacco disparities have been established by a series of studies over the last decade.

The studies consistently show LGBT smoking prevalence is 40-200% higher than the general population.

Data Discussion

1. If you collect sexual orientation (SO) data on state surveys, use that evidence.
2. If not, use evidence from the collected studies to date. Consistency of findings across studies demonstrates pattern.
3. This evidence creates a presumption of local LGBT tobacco health disparities, unless proven otherwise.

Data Discussion

- Sexual orientation questions are on 9 state BRFSS surveys
- And on 13 YRBS surveys
- Plus ATS
- NHANES
- NHIS

Data Discussion

- There are large scale studies establishing that a sexual orientation question can be added to the survey demographics without problems.
- Example: In CA Health Interview Survey, refusals for the SO question were lower than for race or income.

Data Discussion

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- And on 13 YRBS surveys
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Data Discussion

Dr. Randy Sell maintains a website providing an overview of where the data is collected.

This web includes a recommended best single question to add.

www.gaydata.org



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Data Discussion

Unfortunately, there is currently little precedent for a survey question that includes transgender people.

Current smart practice is to conduct community studies to establish transgender smoking prevalence.

Data Discussion

- Key literature

- Ryan H, Wortley PM, Easton A, Pederson L, Greenwood G. 2001. Smoking among lesbians, gays and bisexuals: a review of the literature. *American Journal of Preventative Medicine*. 21(2), 142-148.
- Tang H, Greenwood G, Cowling DW, Lloyd JC, Roeseler AG, Bal DG. 2004. Cigarette smoking among lesbians, gays, and bisexuals: how serious a problem? *Cancer Causes and Control*. 15:797-803.
- Smith EA, Malone RE. 2003. The outing of Phillip Morris: advertising tobacco to gay men. *American Journal of Public Health*, 93(6), 988-992.

Data Discussion

See the website OutSources section for a growing list of links to literature relevant to LGBTs and tobacco.

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Reaching LGBTs

- New National LGBT Tobacco Professional and Project Directory
 - 138+ listings, sortable by state
 - Includes individuals and projects
 - Online now at www.lgbttobacco.org
 - This is the first place to go to find local LGBT advocates



Reaching LGBTs

Each region usually has many of the following LGBT community structures

- ▣ Community health centers
- ▣ Community centers
- ▣ Social groups
- ▣ Gay and Lesbian Medical Association members
- ▣ APHA members
- ▣ Activist groups
- ▣ Newspapers
- ▣ Online social groups

Reaching LGBTs

- Cold calls from DOH to LGBT community groups may not be returned, why?
 - ▣ Groups are under-resourced and overburdened with requests
 - ▣ Mistrust of government from prior experience
 - ▣ Little community understanding that tobacco is a health problem for us (need education)

Reaching LGBTs

- The National LGBT TCN can assist states by:
 - Cosponsoring outreach efforts
 - Finding initial community contacts
 - Helping state groups to establish bonafides with LGBT groups
 - Educating local LGBT representatives about the impact of tobacco on LGBTs

National LGBT TCN Online Resources

www.lgbttobacco.org

Key content of interest for states

- Library of LGBT tobacco resources
 - Including literature, reports, ads, etc.
- Online directory of people and projects
- Factsheets + more

Thank you!

- The National LGBT TCN looks forward to working with the states to collaboratively address LGBT tobacco health disparities.
- Feel free to contact us whenever needed, lgbttobacco.org or 617-927-6451

