

An Approach for Designing Tobacco Prevention Messages for LGBTQ+ Youth and Young Adults

2024 Maryland Tobacco Control Resource Center Conference

Devlon N. Jackson, PhD, MPH (she/her)
Assistant Research Professor
Department of Behavioral and Community Health
School of Public Health, University of Maryland



SCHOOL OF
PUBLIC HEALTH
PREVENTION RESEARCH CENTER

Promoting LGBTQ+ Mental Health and Wellness

UMD-PRC and MDH Partnership

- Reduce tobacco-related health disparities and promote culturally appropriate tobacco prevention and cessations interventions
- Focused on...
 - LGBTQ youth and young adults aged 15-21
 - Black and Latina/o/x/e LGBTQ communities
 - Prince George's and Montgomery counties
- Centers an ongoing, community-driven strategy
- **Initial focus on the development of a tobacco prevention/cessation communication campaign**



What did we know and
what did we need to learn?



Community Health Needs Assessment

- Purpose:
 - To identify health needs among Black and Latino/a/x LGBTQ youth in Prince George's and Montgomery County as it relates to tobacco use
- Components:
 - State surveillance data
 - Focus groups
 - Stakeholder interviews
 - Comprehensive literature review
 - Resource review
 - Community Advisory Board (CAB)

We learned from and about the community...

Mental health and substance use are top health issues

LGBTQ youth were more likely to report tobacco use than their cisgender heterosexual peers

Victimization and bullying are known drivers of tobacco use disparities between LGBTQ and cisgender heterosexual youth.

Social networks were primary influences

Despite perceived benefits, also reported negative feelings about tobacco use

Limited awareness of tobacco cessation resources

We learned from the orgs. who serve them...

- Most organizations do not ask clients about tobacco use, though all noted most clients use tobacco products
- Reported an increase in tobacco use among clients since the start of the COVID-19 pandemic
- Interested in receiving tobacco prevention and cessation resources and support
- Emphasized mental health and substance use concerns among clients

We learned from prior message initiatives...

- TPC messages should address the nuances of both ethnicity and sexuality without relying on stereotypes (e.g. club or bar images, cisgender white gay men, etc.)
- Overused stereotypes and shame-based messaging are shown to have a negative impact on TPC campaigns

What was the best
communication approach?



Live in Color / Vive en Colores Campaign

- Our communication health campaign
- Developing messages based on our needs assessment
- Social media and print
- Training, TA, and Communication Toolkit



What was our message design approach?

**You are fire
without the smoke!**

Living vape
free is living
your best life.

Be true to the hue in you and learn how to
live vape-free at www.LiveInColorWT.com

live in color
without tobacco

Applied Culturally Appropriate Strategies

(Matthew Kreuter)

- Peripheral
- Evidential
- Linguistic
- Constituent-involving

Peripheral

- Give programs or materials the appearance of cultural appropriateness by packaging them in ways likely to appeal to a given group
- Use of colors, images, fonts, pictures of group members, or declarative titles
- Design elements can create interest, establish credibility, and enhance receptivity to the message

Peripheral

Show your **pride and
leave vape aside.**

You shine
brighter
without vape.



Be true to the hue in you and learn more about what you gain living tobacco free at www.tobaccofreemd.com



Evidential

- Provide epidemiological data specific to the group or within group to enhance to perceived relevance of a health issue for that group

Vaping actually worsens your stress.

Learn the FACTS and ways to manage stress, like dancing to your favorite bop!



Stay vibrant and learn more ways to manage your stress at www.tobaccofreemd.com



Who wants yuck mouth?!

Did you know vaping can cause cavities and gum disease?



Stay vibrant and learn how vaping can affect your teeth at www.tobaccofreemd.com



Linguistic

- Provide materials in the dominant or preferred language of the audience of focus
- Language may also include terms that are not only examples specific to their native language but terms that cultural groups have created
- Ensure accurate translation that retains consistent meaning and context

Linguistic

Vapear en realidad empeora tu estrés. ¡Te da ansiedad!

Hay maneras más saludables de manejar el estrés y la ansiedad, como mover tu cuerpo.

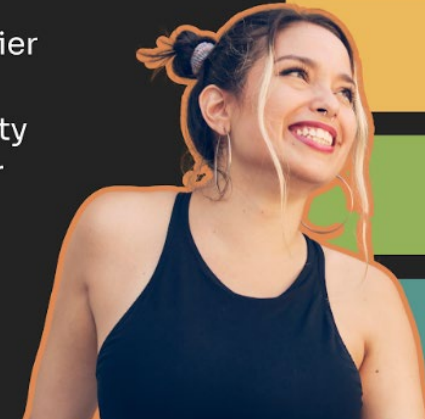


Sigue brillando y aprende más formas de manejar tu estrés en www.tobaccofreemd.com



Vaping actually worsens your stress. It's giviiiing anxiety!

There are healthier ways to manage stress and anxiety like moving your body.



Stay vibrant and learn more ways to manage your stress at www.tobaccofreemd.com



Constituent-Involving Strategies

- Directly draw on experiences of members of the audience of focus
- The members of the audience know their lived experiences better than anyone, so they should be involved in the development stages of the materials

Constituent-Involving Strategies

Let's be real, being Black and LGBTQ+ isn't always easy BUT it is SO damn beautiful!

Slay while living tobacco-free.



Be true to the hue in you and learn more about what you gain living tobacco free at www.tobaccofreemd.com



Let's be real, being Latinx and LGBTQ+ isn't always easy BUT it is SO damn beautiful!

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How will we know what works?

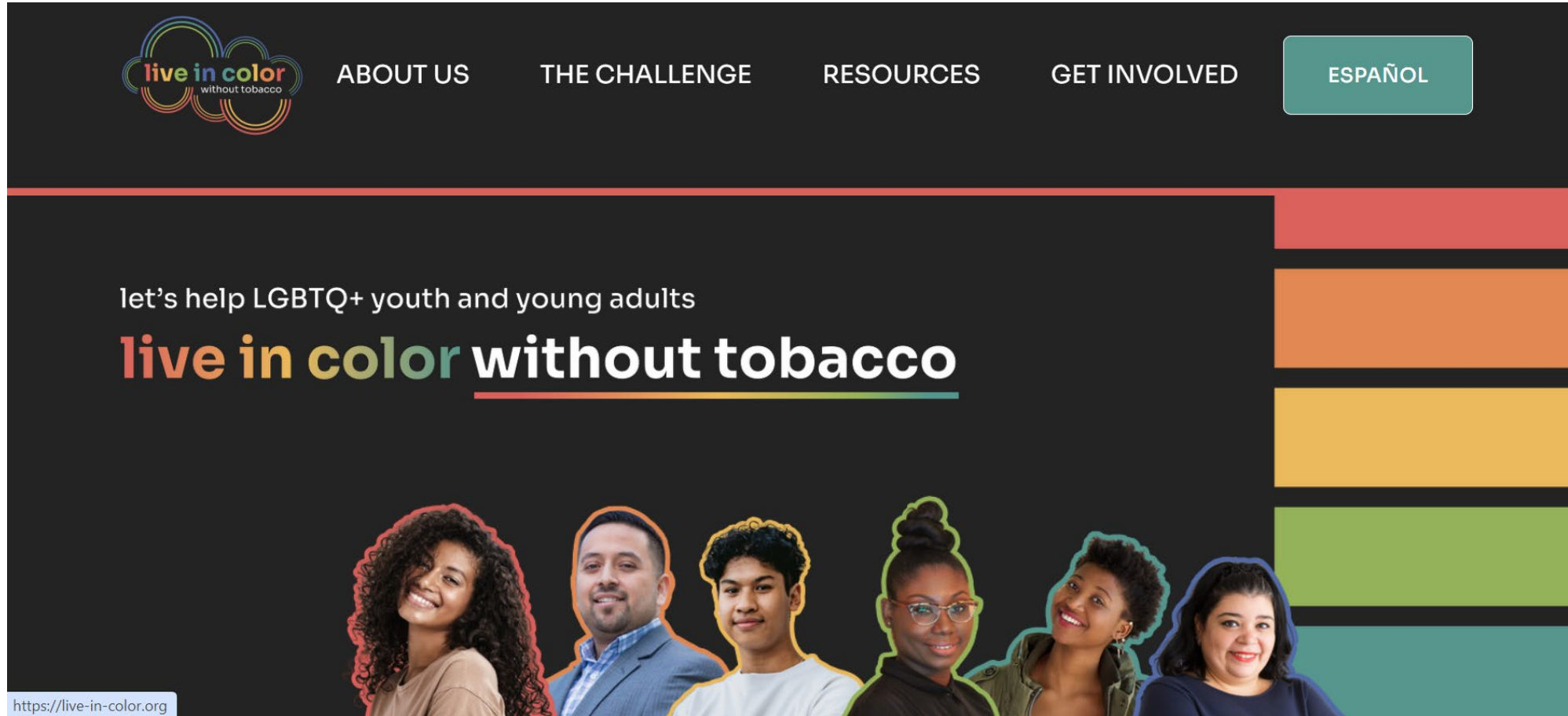


Message Testing and Message Feedback


- Currently in the process of message testing through a panel study
- Possible additional focus groups depending on panel study data
- Community Advisory Board (CAB) Input
- Soft product launch in the field during pride events

Follow our process!

By visiting our website... live-in-color.org



And see the progress of products to come...




Who wants yuck mouth?

Vaping causes cavities and gum disease.

Protect your beautiful smile! Learn ways to quit by texting "VAPEFREE" to 873-373

- FREE & CONFIDENTIAL text line
- Quit tips & support



DECIDE What is your quit date?



IMAGINE What will you gain from quitting?

REMEMBER What motivates you to quit?

RESIST What might tempt your quit journey?

Why wait?

Text "VAPEFREE" to 873-373 to start your quit journey today.





You are fire without the smoke!

Living vape-free is living your best life.

Be true to the hue in you and learn more reasons to stay vape-free through **The Vape Experiment:**

- Benefits of a vape-free life
- Information for your friends
- And more!

GO TO THE VAPE EXPERIMENT:



Be direct


"I don't vape."

Change the topic


"Hey, what else do you have planned for today?"

Plan how you'll say "no"

Write your way here:



SCAN TO STAY TOBACCO FREE:



Our team



Dr. Jessica Fish
Principal Investigator
English CAB Chair



Dr. Devlon Jackson
Communication Lead



Dr. Cynthia Baur
Significant Contributor



Dr. Sandy Saperstein
Evaluation Lead



Dr. Bradley Boekeloo
Consultant



S. Carter, B.S.
Project Coordinator



Ariel Balaban, MHS
Project Coordinator
Digital Design / Social Media



Dr. Patricia Garcia
Communications
Spanish CAB Chair



Dr. Victoria Ledford
Comm. Consultant



Thank you!

djacks04@umd.edu

