



Smoking and Cessation in the LGBT Community



smokefree.gov



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Director Smokefree.gov
Initiative

Outline

- Background
- Smoking & LGBT populations
- Tobacco Marketing to LGBT
- Mobile Health Approaches to Smoking Cessation

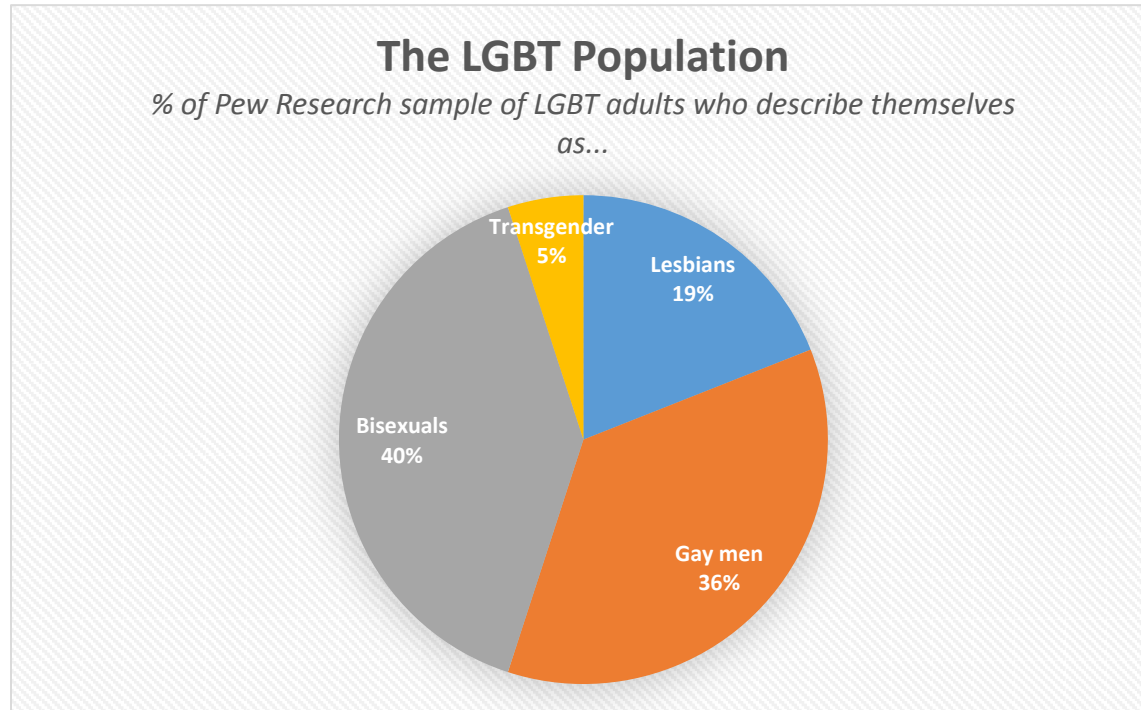
About LGBT Population

Overview

- People who are lesbian, gay, bisexual, or transgender (LGBT) include people of all races, ethnicities, ages, and socioeconomic statuses. They are members of every community, and their needs should be addressed in all public health efforts.

About LGBT Population

Overview



Estimates based on Pew Research Center survey of the LGBT population, among 1,197 self-identified LGBT individuals.

- Four in ten identify as bisexual
- 36% identify as gay
- 19% identify as lesbian
- 5% identify as transgender
- ❖ Difficult to estimate share of US population that is LGBT. Estimates are generally 3.5% - 5%.

About LGBT Health

Overview

- Individuals who are LGBT face greater health threats than their heterosexual peers.
- Some health disparities are due to differences in sexual behaviors, while others are due to social and structural inequalities (stigma, discrimination).

About LGBT Health

Mental health and health behaviors

- Negative attitudes about the LGBT community contribute to both poor mental health and unhealthy behaviors such as substance abuse, risky sexual behaviors, and suicide attempts.
- Compared to LGBT young adults with supportive families, those who faced strong rejection were...
 - 8.4 times more likely to have attempted suicide
 - 5.9 times more likely to report high depression
 - 3.4 times more likely to use illegal drugs
 - 3.4 times more likely to have risky sex

About LGBT Health

Tobacco Smoking

- Smoking rates among LGBT individuals in the US are much higher than the total population.
 - LGBT adult: 30.8%
 - Heterosexual Adult: 20.5%
- Contributing factors:
 - **Tobacco products are aggressively marketed to the LGBT community.**
 - More likely to have risk factors for smoking, such as increased daily stress.

About LGBT Health

Tobacco and HIV

Among all adults, 18.1% smoked cigarettes in 2012. Smoking prevalence is estimated to be at least **two times** higher among HIV-positive adults than the general population.

About LGBT Health

Tobacco and HIV

- Smoking and HIV+, more likely to get HIV-related infections:
 - Thrush (a mouth infection)
 - Hairy leukoplakia (white mouth sores)
 - Bacterial Pneumonia
 - *Pneumocystis pneumonia* (lung infection)

Compared to HIV-positive nonsmokers, smoking with HIV also increases risk of COPD (chronic obstructive pulmonary disease), heart disease, stroke, lung cancer, head and neck cancer, cervical cancer, and anal cancer.

About LGBT Health

Tobacco and HIV

- For HIV-positive individuals, smoking accelerates progression to AIDS.
- In a long term observational study of HIV-positive women in the US, those who smoked had a mortality rate 53% higher than nonsmoking HIV-positive women.
- HART era: HIV+ smokers more likely to die of smoking-related illness than AIDS

About LGBT Health

Tobacco Advertising

- The tobacco industry has targeted the LGBT community by advertising at LGBT events, in LGBT media, and by contributing to both national and local LGBT and HIV/AIDS organizations.
 - Gay Pride Parade
- In the early 90's, tobacco industry's targeting of the LGBT community was uncovered with an internal document titled "Project Scum," which detailed a marketing plan to increase sales among San Francisco's gay and homeless populations.

About LGBT Health

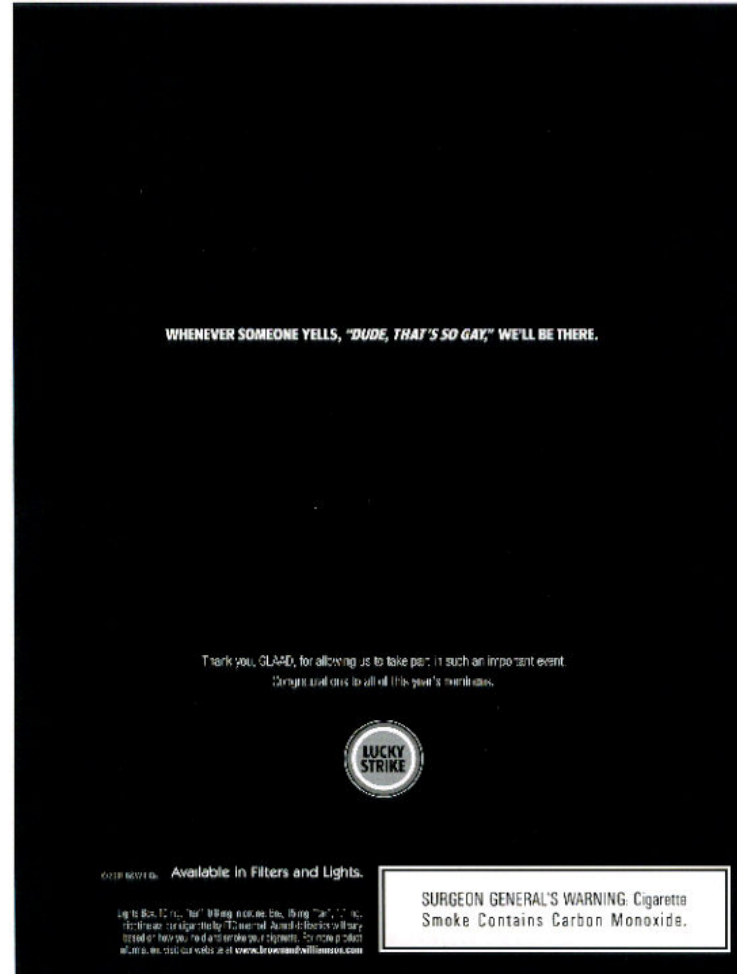
Tobacco Advertising



www.trinketsandtrash.org

About LGBT Health

Tobacco Advertising



www.trinketsandtrash.org

About LGBT Health

Tobacco Advertising

 **camel**
WORK IN PROGRESS

And



The 13th Annual Atlanta Gay & Lesbian Film Festival

present...



Post-film Parties for some of our favorite flicks





Camel Work In Progress: Building bridges between our communities and today's best art.

www.trinketsandtrash.org

About LGBT Health

Tobacco Advertising

freedom. to speak.
to choose. to marry.
to participate. to be.
to disagree. to inhale.
to believe. to love.
to live. **it's all good.**



*the people of santa fe natural
tobacco company*

No additives in our tobacco
does **NOT** mean a safer cigarette.

**SURGEON GENERAL'S WARNING: Smoking
By Pregnant Women May Result in Fetal
Injury, Premature Birth, And Low Birth Weight.**

www.nascigs.com

© SPNTC 2 Natural American Spirit is a registered trademark of Santa Fe Natural Tobacco Company.

<http://www.lgbttobacco.org>

About LGBT Health Tobacco Advertising

A vertical advertisement for Camel cigarettes. At the top is the Camel logo with the word "CAMEL" in a curved font above a silhouette of a camel. Below the logo, the text "BRUNCH MARCH RALLY NAP PARTY (next?)" is written in large, bold, white capital letters. Underneath this, "June 23-25" is written in a smaller font. A small rectangular logo with the text "Pride Month" is visible. Below that, a horizontal banner with a light, textured background contains the text "PLEASURE OF PRIDE" in large, bold, white capital letters, followed by "check out pride weekend events at these camel club locations:" in a smaller font. Below the banner are five logos for different Camel clubs: "1000", "7/7", "STUD", "DETOUR", and "LEXINGTON CLUB". Each logo is accompanied by its address and phone number. At the bottom of the advertisement, there is a small white box with the text "SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide."

CAMEL
HARRIS

**BRUNCH
MARCH
RALLY
NAP
PARTY
(next?)**
June 23-25

Pride Month

PLEASURE OF PRIDE
check out pride weekend events
at these camel club locations:

1000
1225 Folkm St.
415.963.2329

7/7
401 6th St.
415.357.0827

STUD
399 9th St.
415.252.STUD

DETOUR
2348 Market St.
415.861.6053

LEXINGTON CLUB
3464 19th St.
415.863.2052

All events are 21 or Older.

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

<http://www.lgbttobacco.org>

About LGBT Health

Tobacco Advertising



<http://www.lgbttobacco.org>

About LGBT Health

A Perfect Storm

- Social stigma
- Defining a subculture
- Stress and mood disruption
- Multiple risk behaviors
- Potential health complications
- Aggressive tobacco marketing

mHealth in the Treatment of Health Risk Behaviors: NCI's Smokefree.gov Initiative

Mobile Health (mHealth)

- The use of technology to remotely monitor, track, respond and/or deliver an intervention for health related events.
- Examples of common technology used: mobile-optimized websites, text messaging, Smartphone applications (Apps), and remote sensors

Mobile Uptake

- **US mobile**
 - **345 MILLION (110%)**
- **Worldwide mobile**
 - 6.8 BILLION vs. 1.2 billion landlines
 - Unique subscribers ~4.5 Billion
 - 92% of world pop has cell signal access
 - 75% world pop has access to mobile phone



mHealth Potential

- **Reach**

- Large audiences
- Underserved audiences

- **Reduces cost burden** on healthcare system

- **Engagement** with intervention platform

- Increase access to intervention
- Decrease barriers to participation (scheduling, transportation, etc)
- Decrease space/time gap between treatment & behavior
- Seamlessly integrate user interaction with treatment within their daily life
- Interactive functionality → improved “dose”

Underserved Populations: Challenges

- Consistency of cell phone access
- Multiple users per device
- Fee structures
- Populations with Low Literacy
- Role of mHealth interventions with in larger public health infrastructure

The Smokefree.gov Initiative (SFGI)

smokefree.gov

Smokefree Family History

- **2003 Smokefree.gov**
 - Focus on cessation resource
 - Multiple updates and iterations
- **2009 Smokefree Women**
 - Expanded interactivity
 - Incorporation of social media
- **2011 Smokefree Teen**
 - Multi-platform intervention
- **2012 Smokefree Español**
 - Spanish



Smokefree.gov Initiative Domestic Projects

- **Smokefree.gov**
 - Mobile-optimized Website
 - Mobile apps (QuitGuide, QuitPal)
 - Social media: Twitter
- **Smokefree Women**
 - Mobile-optimized Website
 - Social media: Facebook, Twitter, Pinterest, Instagram, YouTube
 - *Expanded content into diet, physical activity, weight management*
- **Smokefree Teen**
 - Mobile-optimized Website
 - Social media: Facebook, Twitter, Instagram
 - Mobile apps (QuitSTART, Momentum)
- **Smokefree Espanol**
 - Mobile-optimized Website
 - Social media: Pinterest, Twitter
- **Smokefree Pregnancy**
 - Web content
 - Online video
 - SmokefreeMOM text
- **SmokefreeTXT**
 - Teen
 - Adult
 - Spanish Language
 - QuitNow Library
 - Veteran (VHA)
 - Military (DoD)
 - HealthYouTXT
 - diet, physical activity & weight management

Smokefree.gov

smokefree.gov

Quit today

Prepare to quit

Smoking issues

Help someone



I'm craving cigarettes



I'm ready to quit



I slipped



I plan to stay smokefree



I need help now



I want to help someone



I feel depressed



I quit with SmokefreeTXT



SmokefreeTXT



Quit Plan

smokefreewomen

smokefree teen

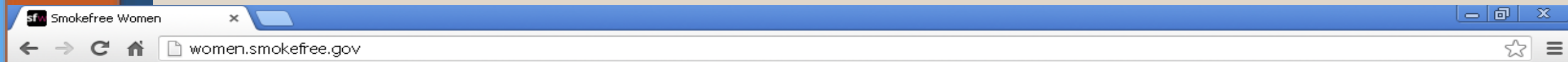
smokefree español

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[women.smokefree.gov](#) | [teen.smokefree.gov](#) | [espanol.smokefree.gov](#)

U.S. Department of Health and Human Services | National Institutes of Health | National Cancer Institute | USA.gov

Smokefree Women



smokefreewomen

- Quit Smoking
- Pregnancy & Motherhood
- Support
- Stress & Mood
- Weight Management
- Healthier Lifestyle
- Tools



The Stress-Smoking Link

Tips Give Yourself a Smokefree Makeover!

Making over areas of your life can help you stay smokefree.


- Within a few minutes after your last cigarette, your body starts to heal itself from the damage caused smoking. [Give yourself a makeover...](#)
- For many people, the hardest place to resist the urge to smoke is at home. [Give your home a makeover...](#)
- Exercise is a great way to stay smokefree & gives you a burst of energy. [Give your workout a makeover...](#)
- Mood changes are common after you quit smoking. [Give your mood a makeover...](#)



“ We can support a pregnant woman to quit and stay smokefree. ”

RECENT ARTICLES

MOST RECENT




3 Very Real Dangers of Secondhand Smoke

Secondhand smoke is the combination of smoke...

[Read full story: 3 Very Real Dangers of Secondhand Smoke](#)

Quit Guide


From those of us at Smokefree Women... Congratulations! You are taking the first step towards a healthier, new lifestyle.



[Start Today](#)

Together

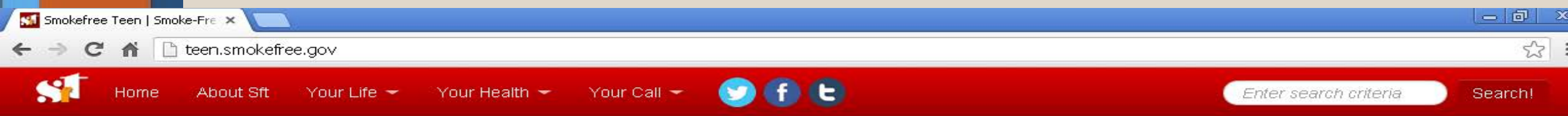
WE ARE STRONG ENOUGH TO QUIT



What Do You Think?

WHICH SMOKEFREE RESOURCE DO YOU THINK IS

SF Teen



Want to quit but don't know how?

Get your daily dose of the support you crave.

[Learn more](#)



Smokefree TXT

Sign up for this text message program that provides 24/7 encouragement, advice, and tips to help you quit smoking.



QuitSTART

Download this quit smoking app to track your cravings, mood, smoking triggers, and overall smokefree progress.



Quizzes

Think you have all the answers? Prove it! Quiz yourself on what's really important.

SFGI 2013 Engagement

- Websites: 4,785,000 visits
- Twitter followers: ~25,000
- Facebook followers: ~50,000
- App downloads: ~12,000
- SFTXT: ~50,000 cumulative users



SmokefreeTXT Program



SMOKEFREE
TXT

Quitting:
on your phone,
on your terms

**ARE U
READY
2 QUIT
SMOKING?**

SmokefreeTXT Overview

- Text messaging smoking cessation intervention
- Features versions for teens, young adults & Spanish speaking audiences
- Users can opt-in and select a quit date up to 30 days into the future
 - Free with unlimited texting plan
 - Receive messages 2 weeks before and up to 6 weeks after quit date
 - Increased number of messages close to quit date
- Bidirectional: assesses user's mood, craving, & smokefree status
- Bidirectional: Users can text keywords (i.e. CRAVE, MOOD, SLIP)



NCI's Domestic Text Message Libraries

SmokefreeTXT

- Adult
- Teen
- Spanish
- QuitNowTXT
- SmokefreeVET
- SmokefreeMIL

- SmokefreeMOM

- Pregnant Smokers
- Completed but not launched
- Quit, cut down, willing to receive messages

- Healthy Lifestyle TXT

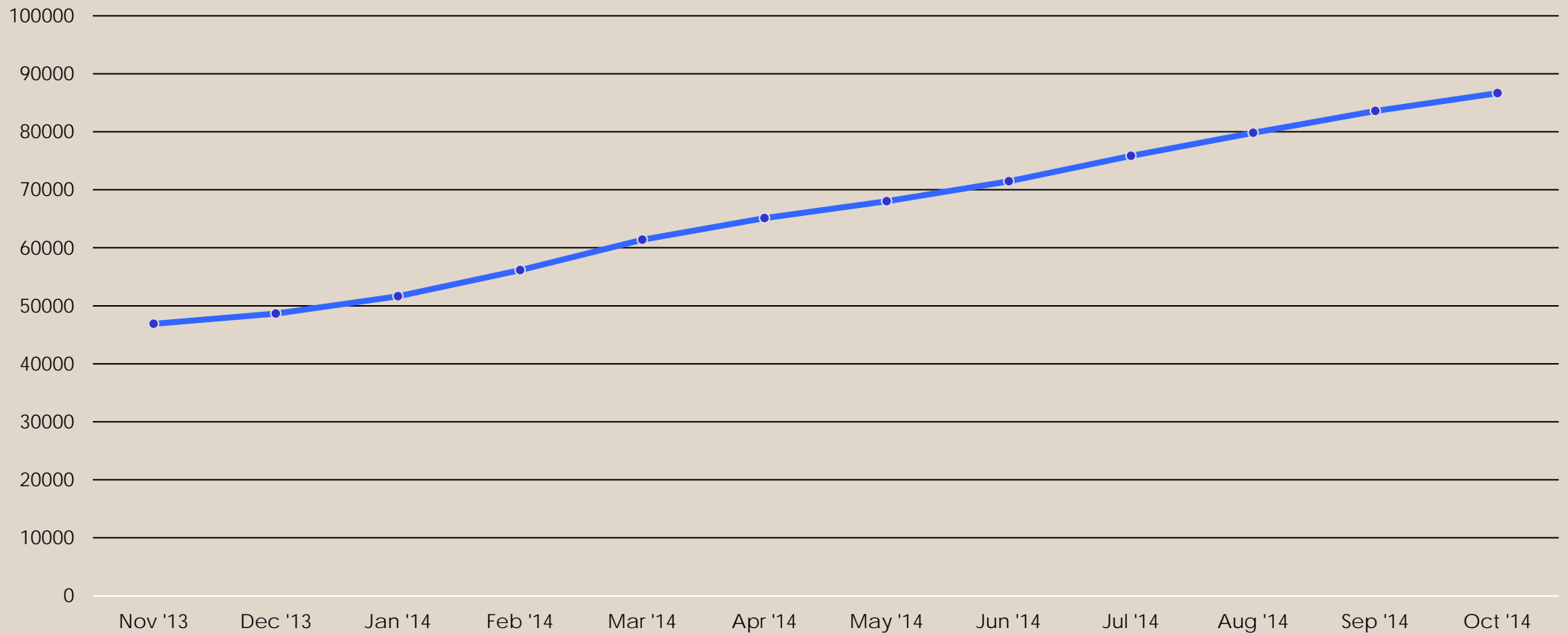
- Diet, Physical Activity, Weight Management
- Multiple goals/paths

SmokefreeTXT Message Algorithm

- 2 weeks countdown
 - 29 messages
- Quit Day
 - 4 messages
- 1st 2 weeks post Quit Day
 - 45 messages
- Weeks 3-6 post Quit Day
 - 47 messages
- Assessment
 - 1-month, 3-month, 6-month
- Total= 128 across 8 weeks
- Keyword messages

SmokefreeTXT Subscriptions

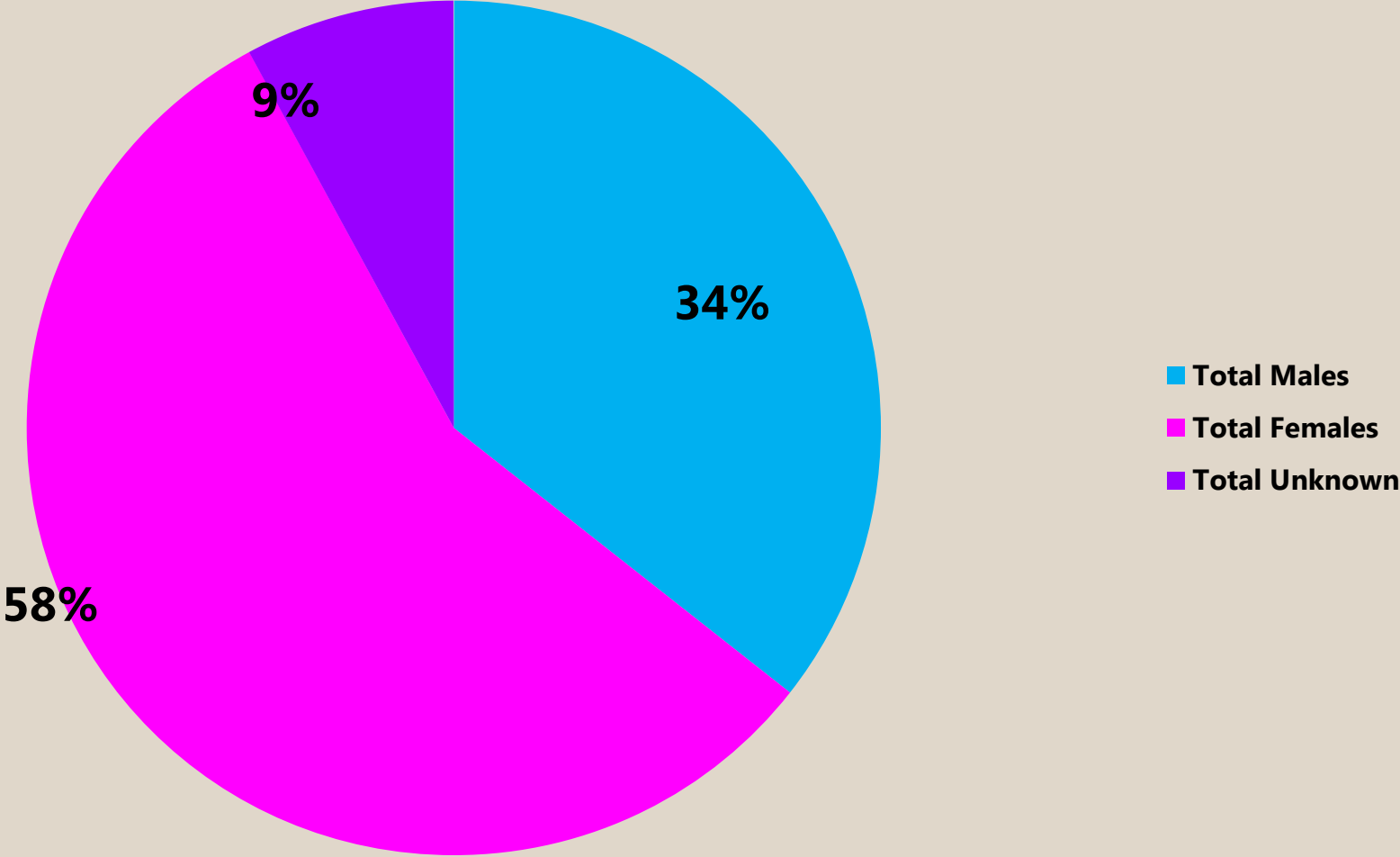
Total Subscriptions



smokefree.gov

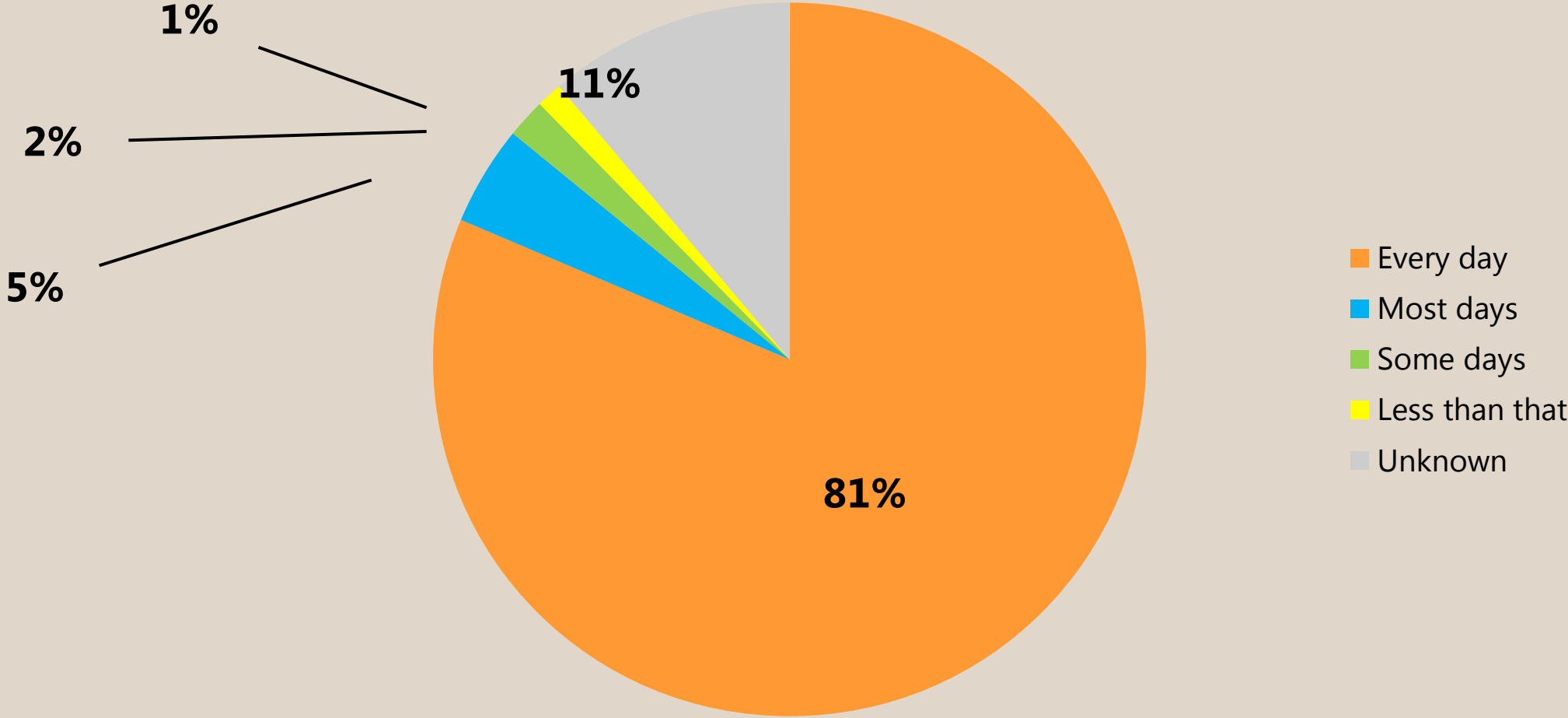
SmokefreeTXT Metrics

Subscriber Breakdown by Sex



SmokefreeTXT Metrics

Smoking Status Reported at Registration



SmokefreeTXT Metrics

ITT Follow-Up Responses

- **1-Month:**
 - Adult= 12.2%
 - Teen= 9%
- **3-month:**
 - Adult=7.3%
 - Teen=4%





Smokefree Teen

New Audience, New Approach



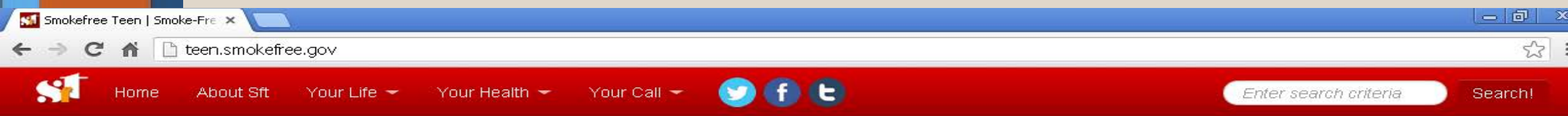
Teen Cessation

- Few resources available
- Different smoking patterns
 - Daily variability
 - Weekend smoking
- Different motivations for smoking
 - Social connectedness
 - Mood regulation
- Different interventions
 - Developmentally appropriate
 - Relevant
- **Difficult population to engage**

Smokefree Teen

- Smoking cessation
 - Not tobacco use prevention (FDA collaboration)
- Understanding, empowering tone
 - Decision to quit smoking belongs to teens
 - SfT provides tools and resources
- Three core-elements
 - Website and social media extensions
 - Series of smartphone applications
 - SmokefreeTXT national texting program

SF Teen



Want to quit but don't know how?

Get your daily dose of the support you crave.

[Learn more](#)



Smokefree TXT

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QuitSTART

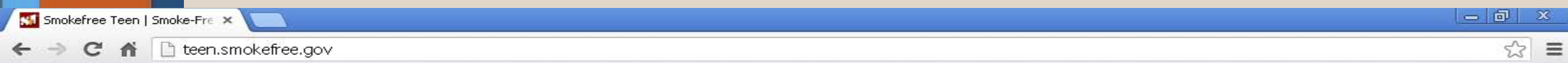
Download this quit smoking app to track your cravings, mood, smoking triggers, and overall smokefree progress.



Quizzes

Think you have all the answers? Prove it! Quiz yourself on what's really important.

SF Teen



"It's like a coach on the sidelines."
SmokefreeTXT is free with 24/7 tips to help you quit for good.

[Learn more](#)



Smokefree TXT

Sign up for this text message program that provides 24/7 encouragement, advice, and tips to help you quit smoking.



QuitSTART

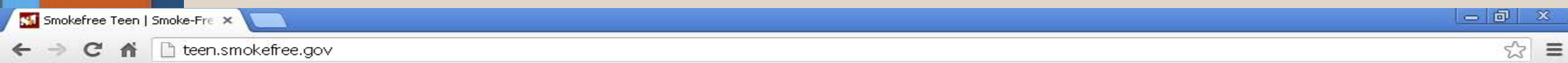
Download this quit smoking app to track your cravings, mood, smoking triggers, and overall smokefree progress.



Quizzes

Think you have all the answers? Prove it! Quiz yourself on what's really important.

SF Teen



Not sure how to ask for help?

For life's ups and downs you don't have to ride it out alone.

[Learn more](#)



Smokefree TXT

Sign up for this text message program that provides 24/7 encouragement, advice, and tips to help you quit smoking.



QuitSTART

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Quizzes

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LGBT Health

Smokefree Teen

The screenshot shows the website's navigation bar with the 'sft' logo and links for Home, About, Your Life, Your Health, and Your Call. Social media icons for a plus sign, Twitter, Instagram, and YouTube are also present. A search bar on the right contains the text 'Enter search criteria' and a magnifying glass icon.

LGBT Smoking

Lesbian, gay, bisexual, and transgender (LGBT) youth are two to three times more likely to start smoking as their straight peers. Although their reasons for smoking may be similar, LGBT youth are also dealing with other issues, such as figuring out who they are and where they fit in, dealing with hostile environments, and being directly targeted with marketing from tobacco companies. Learn more about these and other LGBT issues and how to deal without smoking.


Express Yourself | Dealing with Stress | Fitting In | Marketing

Express Yourself

As a teen, you're trying to figure out who you are and who you want to be. As an LGBT teen, you may also be struggling with your sexual orientation and gender identity. Maybe your friends and family have been accepting and supportive of you being LGBT. Maybe you haven't told anyone. Maybe you've been picked on, bullied, harassed, called names, or worse. No matter where you are in the process of coming out, and no matter what reactions you've gotten from people you've told, it can be hard to figure out who you are and where you fit in.

“ Although being LGBT is part of who you are, it's not the only thing that defines you. ”

Independent and Connected




On the right side of the page, there are two featured content boxes. The top one is titled 'What is depression?' and includes a 'Quiz Me' button. The bottom one features a close-up image of a young woman looking thoughtful.

What is depression?

Is what you're feeling more than normal ups and downs? Take this quiz and find out.

[Quiz Me](#)



LGBT Health Smokefree Teen

sft Home About Your Life - Your Health - Your Call -

Enter search criteria

LGBT Smoking

Lesbian, gay, bisexual, and transgender (LGBT) youth are two to three times more likely to start smoking as their straight peers. Although their reasons for smoking may be similar, LGBT youth are also dealing with other issues, such as figuring out who they are and where they fit in, dealing with hostile environments, and being directly targeted with marketing from tobacco companies. Learn more about these and other LGBT issues and how to deal without smoking.

[Express Yourself](#) [Dealing with Stress](#) [Fitting In](#) [Marketing](#)

Fitting In

Feeling awkward? Everyone feels awkward sometimes—even the people who seem completely confident and popular. In addition to trying to figure out who you are, being a teen also means figuring out where you fit in and where you want to fit in. This can be extra challenging as an LGBT teen. You might be the only LGBT person you know. You might be the only person in your group of LGBT friends who has come out—or you might be the only one who hasn't come out. And although it's fun to show off your unique qualities, sometimes it can feel like you're standing out in all the wrong ways.

“ For a lot of teens, smoking can be something you do to fit in. ”

Maybe you feel like smoking relaxes you and you feel less awkward. Maybe your friends smoke, and smoking is just something you all do when you're hanging out. Or maybe you feel really lonely and isolated, and the most reliable "friends" in your life are cigarettes. Take a step back and ask yourself:


“ What does "fitting in" mean to you? ”

What would it take for you to feel like you fit in?

- Think about your relationship style. Do you like to have lots of people around you all the time? Or do you prefer smaller groups of people you feel really close to? Fitting in isn't all about numbers. Whether you have a big group of friends or just a few close friends, connect with people who support you and help you to feel comfortable with who you are and who you want to be.
- Who are the people you like spending time with the most? What do you like about them? What things do you have in common? How are you different? How do you feel when you're with them?

If you're feeling lonely, sometimes it helps to think about the ways you already fit in instead of focusing on how you stand out. Think about the people you enjoy and what you enjoy about them. Build relationships with people who build you up, and don't let smoking get in the way.


Tips: Trying to find ways to fit in or meet new people? Join a group with people who share similar interests. Check out your school for new activities, or volunteer with organizations like the Trevor Project <#> or check out the LGBT center in your



What is depression?

Is what you're feeling more than normal ups and downs? Take this quiz and find out.

[Quiz Me](#)



Comfort zone

Are you getting the support you need? See if you're asking for help the right way.

[Learn More](#)

LGBT Health

Smokefree Teen

Express Yourself

Dealing with Stress

Fitting In

Marketing

Marketing to the LGBT community

There are many reasons why LGBT teens are more likely to smoke (being LGBT can add additional stress and challenges to fitting in and finding yourself as a teen), but another reason is that tobacco companies specifically target you as part of the LGBT community. Maybe you've noticed tobacco companies sponsor LGBT events like Pride parades. They run ads in magazines that you are likely to read and at clubs, theaters and other places you go. Some of the ads are direct, but sometimes they're more subtle. Whether it's a billboard that promotes being who you are (with the support of a tobacco product), showing images of LGBT couples smoking, or altering brand logos to reflect the rainbow flag, it's not always obvious that tobacco companies are trying to lure you in to become addicted to their product and their brand.

“ You have the power to take charge.... ”

and not be manipulated by tobacco companies.

Know the facts:

- Tobacco companies spend \$24 million a day (\$8 billion a year!) in advertising.
- In 2010, the tobacco industry spent \$16.6 million lobbying Congress to convince policy makers that tobacco companies should be allowed to advertise to whoever they want in whatever ways they want and that they don't need to warn people about the dangers of smoking.
- For the past 15 years, Altria (America's leading cigarette manufacturer and maker of Marlboro and Virginia Slims) has spent more money lobbying Congress than almost any other business

Tip: Don't let the tobacco companies mislead you. Take action and join a positive movement, not a negative one (like smoking). Check out the It Gets Better Project [@](#) and empower yourself and the LGBT community.



Thank you for your attention



Sources

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