



# CENTERLINK

THE COMMUNITY OF LGBT CENTERS

## Addressing LGBT Tobacco Disparities Training Webinar for FSU AHEC Part One

Regina R. Washington, DrPH  
Program Director  
LGBT HealthLink, a Program of CenterLink



# Roadmap

About Us

LGBT 101

LGBT Health  
Disparities

Tobacco in  
LGBT  
Communities

Closing Thoughts  
& Questions



# About Us



# CenterLink



- ✓ Nonprofit founded in 1994
- ✓ Builds a thriving network of centers for healthy, vibrant communities
- ✓ Helps develop strong, sustainable LGBT community centers with a national network of 190+ organizations
- ✓ Recognized by the White House as a “Champion of Change”





# LGBT HealthLink



- Advance LGBT wellness by addressing LGBT tobacco and cancer health disparities
- Link people with information and promote adoption of best practices
- One of eight CDC-funded cancer and tobacco disparity networks



[www.lgbthealthlink.org](http://www.lgbthealthlink.org)



# LGBT HealthLink Promotes:

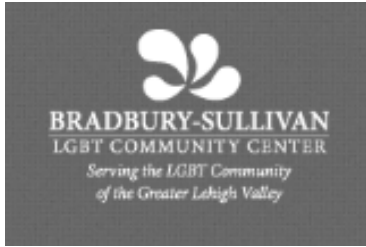
- Tobacco prevention & cessation
- Decreased second-hand smoke exposure
- Cancer prevention and screenings
- Improved quality of life for those with cancer



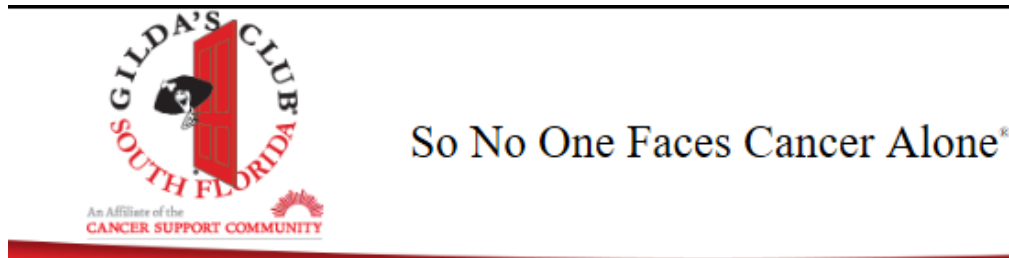
# LGBT HealthLink Provides:

- Technical Assistance
- Trainings/Webinars/Presentations
- Needs Assessment Tool
- Sample non-discrimination policies
- Other resources such as educational materials
- Tobacco Census (and soon to be Cancer Assessment)
- Cross-sectoral connections between health systems, providers, community centers, and departments of health
- Linkages for information and best and promising practices





# LGBT HealthLink Partners





# LGBT HealthLink Team



Dr. Regina R. Washington  
Program Director



Ana Machado  
Program Manager



Donna Solomon-Carter  
Program Specialist



Quiviya Eldridge  
Program Evaluator



Lora Tucker  
CenterLink CEO



# LGBT 101



# About LGBT Communities

- LGBT is NOT one single community
- There are an estimated 9 million LGBT individuals in the U.S. <sup>(3)</sup> across all congressional districts
- LGBT people face isolation, violence, overt discrimination and inequitable benefits/policies, including challenges related to health care access
- LGBT communities tend to lack trust with institutions and government
- Strong LGBT community structures exist that offer social support, legal assistance, health services, and provide an organized platform
- Partnership with LGBT communities and centers is largely an UNTAPPED resource for change



# LGBTQIA: Alphabet Soup

- Lesbian
- Gay
- Bisexual
- Transgender
- Queer or Questioning
- Intersex
- Asexual or Allies



# Defining Terms: Orientation (7)

- Sex
  - Biological classification assigned at birth, usually based on appearance of external anatomy (male/female/intersex)
- Gender
  - Based on social/cultural characteristics of men & women such as norms, roles, etc. (presumed based on sex)





# Defining Terms: Orientation (7)

- Sexual attraction

- Refers to the sex or gender to which someone feels attraction (male/female/both)

- Sexual behavior

- Refers to the sex of a person's sexual partners (same/different/both)

- Sexual identity

- Refers to the way a person self-identifies
- Lesbian, gay, bisexual, and straight are most common
- Generally, gay/lesbians are primarily attracted to those of the same sex
- However, the concepts of sexual identity, attraction, and behavior do not always follow these patterns
- For example, individuals may not identify as gay/lesbian even if attracted to the same sex



# Defining Terms: Identity (7)

- Gender identity

- Refers to a person's internal sense of gender (how one perceives oneself)
- Often, a person's gender identity is consistent with their sex assigned at birth
- However, one's gender identity can be different than the sex assigned at birth
- One's gender identity may or may not match one's appearance or others' perceptions

- Transgender

- Describes anyone who has a gender identity that differs from their sex assigned at birth
- Some transgender individuals use hormones or elect for gender-affirming surgery, but not all transgender individuals do this
- Transgender identity is NOT dependent upon physical appearance or medical procedures
- Gender identity and sexual orientation are not the same. Transgender people may be straight, lesbian, gay, bisexual, or queer. For example, a person who transitions from male to female and is attracted solely to men would typically identify as a straight woman



# Other Identity Terms

- Cisgender
  - Sex assigned at birth matches gender identity (those who are not transgender)
- Gender Binary
  - Socially constructed dichotomy of male or female
- Gender Non-Conforming
  - Those who don't fit into gender binary notion (gender expansive, pansexual, non-binary, genderqueer, gender-fluid)



# Categories & Descriptors

## SEX

- Male
- Female

## SEXUAL ORIENTATION

- Lesbian
- Gay
- Bisexual
- Heterosexual
- Queer or Questioning
- Asexual

## GENDER/GENDER ROLE

- Man/Masculine
- Woman/Feminine

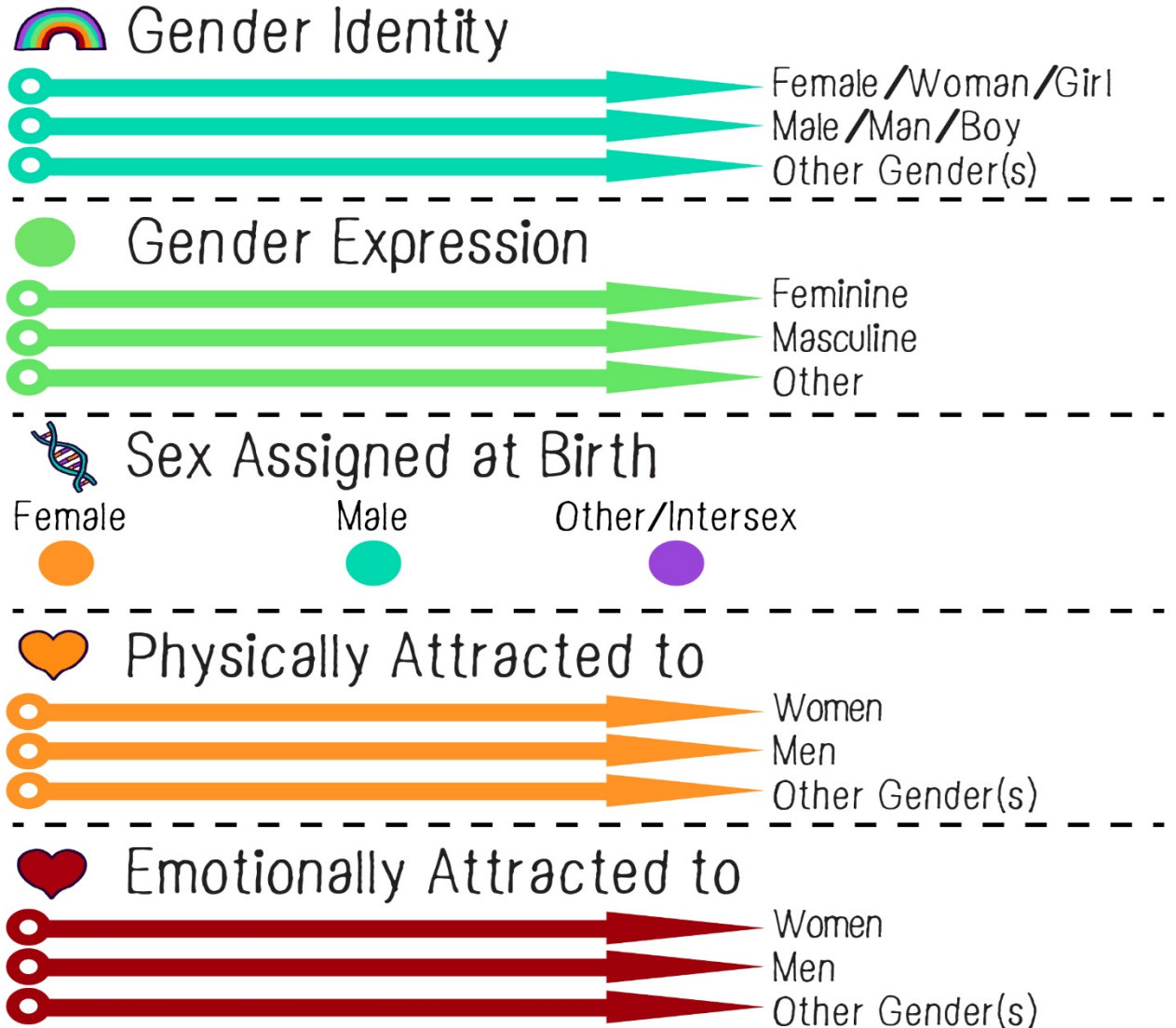
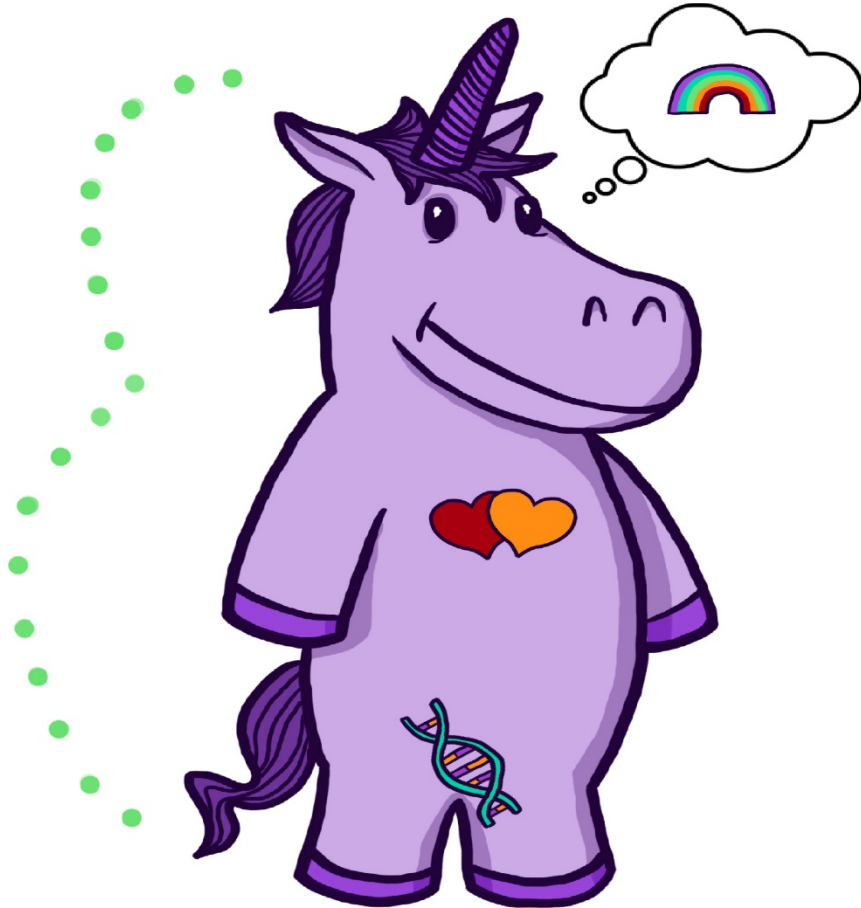
## GENDER IDENTITY

- Transgender
- Transsexual
- Man
- Woman
- Non-binary
- Queer or Genderqueer



# The Gender Unicorn

Graphic by:  
**TSER**  
Trans Student Educational Resources



To learn more, go to:  
[www.transstudent.org/gender](http://www.transstudent.org/gender)

Design by Landyn Pan and Anna Moore



# Pronouns

- Everyone has the right to determine their own appropriate pronouns
- As healthcare professionals, it is important to respect the identity and terms your client/patient uses/is comfortable with
- Pronouns may include:
  - He/Him/His
  - She/Her/Hers
  - Gender-neutral
    - They/Them/Theirs
    - Others



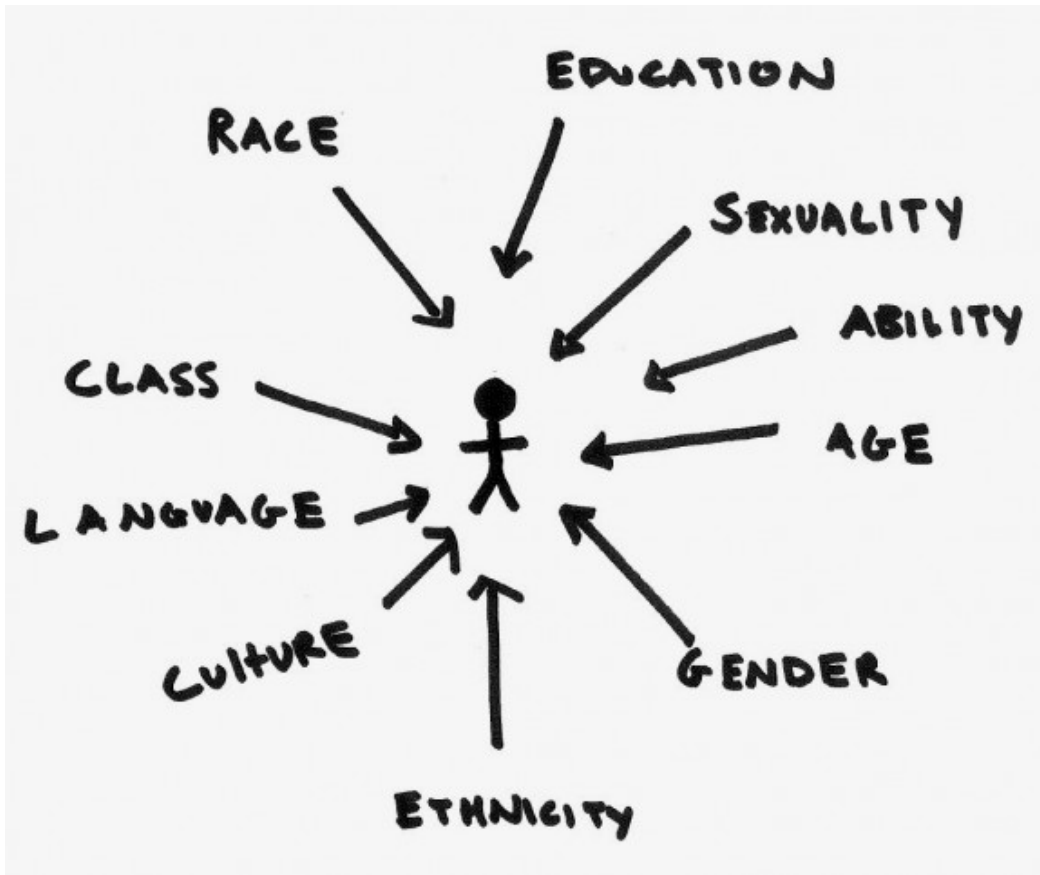
# Pronouns

*“My support system, many of whom are trans and gender variant people, were made to feel very uncomfortable by my doctors and medical staff due to disregard for pronoun use, sideways glances, and overall awkward responses. My friends composed my entire support system and were critical to my care. The reluctance to respectfully interact and, in some cases, communicate clearly with my friends was extraordinarily difficult for me and led to much added stress. I already felt so alone without my family.”*

LGBT Best and Promising Practices Throughout the Cancer Continuum, LGBT HealthLink



# Intersectionality & LGBT Health



<http://www.nymgamer.com/wp-content/uploads/2016/01/intersectionality-580x483.jpg>

- An intersectional lens can be used to examine the interrelationship of race, ethnicity, age, gender identity, class, sexual orientation, religion, and other factors in relation to health
- The intersection of these characteristics helps shape one's health; access to care; and experience with health care systems/utilization of care <sup>(3)</sup>
- This lens pushes back on the assumptions that LGBT communities are homogeneous, by placing attention on the diverse health needs of LGBT communities



# 8 Ways Tobacco Affects Vulnerable People

Tobacco use is

**71%**

**HIGHER** among adults with mental illness



- National Council for Behavioral Health



Tobacco use is **OVER**

**50%**

**HIGHER** among LGBT adults

- LGBT HealthLink



Tobacco use is

**35%**

**HIGHER** among American Indian and Alaskan Native

- National Native Network

Asian American men smoke at a

**215%**

**HIGHER** rate than Asian American women



- The RAISE Network

**1.5 TIMES**

as many Hispanic middle school students report using tobacco compared to other middle school students



- Nuestras Voces



African Americans smoke menthol-flavored cigarettes at nearly

**3 TIMES**

the rate of Whites, and are more likely to die from smoking-related illness.

- National African American Tobacco Prevention Network

**22.4%**

of people in remote areas smoke

VS

**14.7%**

of their urban counterparts smoke

- Geographic Health Equity Alliance

Tobacco use is

**310%**

**HIGHER** among homeless adults compared to the general population



- SelfMade Health Network

This infographic brought to you by:

**LGBT HEALTHLINK**  
THE NETWORK FOR HEALTH EQUITY  
A PROGRAM OF CENTERLINK

Supported by the Grant Number 5 U01CE001944-01-01 awarded by the Centers for Disease Control and Prevention. No contents are solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention or the Department of Health and Human Services.





# TOBACCO USE IS NOT AN EQUAL OPPORTUNITY KILLER.

THERE ARE UP TO 10X MORE TOBACCO ADS IN BLACK NEIGHBORHOODS THAN IN OTHER NEIGHBORHOODS.

SEIDENBURG AD, CAUGHEY RM, REES VW, CONROYL DK. STOREFRONT CIGARETTE ADVERTISING DIFFERS BY COMMUNITY DEMOGRAPHIC PROFILE. *AM J HEALTH PROMOT*. 2010; 24(6): 428-431. (7-5X INCREASE)

MORELAND-RUSSELL S, HARRIS J, SMOER D, WALSH N, CYR J, BARKOVA J. DISPARITIES AND MENTHOL MARKETING: ADDITIONAL EVIDENCE IN SUPPORT OF POINT-OF-SALE POLICIES. *INT J ENVIRON RES PUBLIC HEALTH*. 2013; 10:4571-4580. (10X INCREASE)

J. CANTRELL, ET AL. MARKETING LITTLE CIGARS AND CIGARETTES: ADVERTISING, PRICE, AND ASSOCIATIONS WITH NEIGHBORHOOD DEMOGRAPHICS. *AMERICAN JOURNAL OF PUBLIC HEALTH*. OCTOBER 2013, VOL. 103, NO. 10, PP 1982-1989



THERE ARE MORE TOBACCO RETAILERS NEAR SCHOOLS IN LOW-INCOME AREAS THAN IN OTHER AREAS.

D'ANGELO, H., AMMERMAN, A., GORDON-LARSEN, P., LINNAN, L., LITTLE, L., & RIBISL, K. M. (2016). SOCIODEMOGRAPHIC DISPARITIES IN PROXIMITY OF SCHOOLS TO TOBACCO OUTLETS AND FAST-FOOD RESTAURANTS. *AMERICAN JOURNAL OF PUBLIC HEALTH*, 106(9), 1556-1562.



INDIVIDUALS WITH MENTAL ILLNESS ACCOUNT FOR 46% OF CIGARETTES SOLD IN THE UNITED STATES.

GRANT BE, HASIN DS, CHOU SR, STINSON FS, BAWSON DA. NICOTINE DEPENDENCE AND PSYCHIATRIC DISORDERS IN THE UNITED STATES: RESULTS FROM THE NATIONAL EPIDEMIOLOGIC SURVEY ON ALCOHOL AND RELATED CONDITIONS. *ARCH GEN PSYCHIATRY*. 2004; 61:1107-1115.



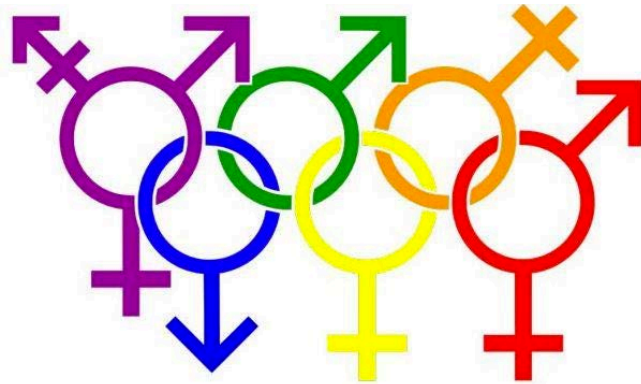
LGBTQ YOUNG ADULTS, 18-24, ARE NEARLY 2X AS LIKELY TO SMOKE AS THEIR STRAIGHT PEERS.

[HTTP://WWW.FDA.GOV/TOBACCPRODUCTS/PUBLICHEALTHEDUCATION/PUBLICEDUCATIONCAMPAIGNS/THIFREECHOICECAMPAIGN/DEFAULT.HTM](http://www.fda.gov/tobaccoproducts/publichealtheducation/publiceducation/campaigns/thefreechoicecampaign/default.htm)

LEE JIL, GRIFFIN SK, AND MELVIN CL. (2009). TOBACCO USE AMONG SEXUAL MINORITIES, USA, 1987-2007 (MAY). A SYSTEMATIC REVIEW. *Tob Control*. ONLINE FIRST



# LGBT Health Disparities



# Understanding LGBT Health

- Understanding LGBT health starts with understanding the history of oppression and discrimination that these communities have faced <sup>(2)</sup>
- For example:
  - Legal discrimination in access to health insurance, employment, housing, marriage, adoption, and retirement benefits
  - Lack of laws protecting against bullying in schools
  - Lack of social programs targeted to LGBT youth, adults, and elders
  - Shortage of health care providers who are knowledgeable and culturally competent in LGBT health



# LGBT Disparities

Research from the Institute of Medicine suggests that LGBT people “**face barriers to health care** that profoundly affect their overall well-being;” “**have higher prevalence of tobacco use,**” “**higher risk of depression and anxiety disorders,**” and show “**less frequent use of preventative screening**” for cancer. <sup>(1)</sup>



# LGBT Disparities

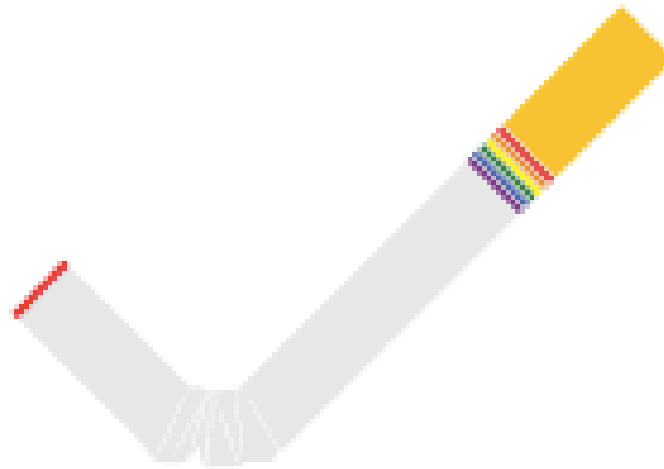
- Alcohol
- Drugs
- Mental Health
- HIV
- Tobacco
- Cancer



Studies show that LGBT individuals are more likely to use alcohol and drugs and have higher rates of substance abuse, compared with the general population <sup>(4)</sup>



# Tobacco in LGBT Communities





# Tobacco in LGBT Communities



- Tobacco use is the leading cause of preventable disease and death in the US <sup>(21)</sup>
- Across available research, population-based studies, large cohort studies, and convenience samples, the findings stay consistent: **some, if not all, LGBT groups demonstrate significantly higher smoking rates than the general population, and the disparity increases among LGBT of color** <sup>(6)</sup>
- Unless the trend is countered aggressively, this disparity is poised to continue



# SMOKING OUT THE TRUTH: TOBACCO IS DESTROYING THE LGBT COMMUNITY

In California:

Lesbians smoke almost **3x**  
as much as straight women

Gay men smoke nearly **2x**  
as much as straight men



More than **400,000** people **die** from  
smoking every year in the U.S.

Tobacco kills more people than other causes...**combined.**



LGBT Californians are  
exposed to **secondhand**  
smoke nearly **25% more**  
than straight people.\*

\* other than at home or work.

Straight



LGBT



**25%  
more**

TobaccoFreeCA.com

<http://www.tobaccofreeca.com/smoking-problem/tobacco-industry/targeting/lgbt/>

- *LGBT people smoke at much higher rates than the general population*
- *National Adult Tobacco Survey data found that LGBT people smoke at rates 50% higher than the general population <sup>(5)</sup>*

**TOBACCO CAUSES  
MORE DEATHS THAN  
AIDS, DRUGS,  
BREAST CANCER  
AND GAY BASHING  
COMBINED.**

**LGBT  
center**

**YOUR HEALTH MATTERS.  
LEARN HOW TOBACCO  
IMPACTS LGBT PEOPLE.**



*The American Cancer Society estimates that more than 30,000 LGBT deaths each year are from tobacco-related diseases*





# WHY ARE WE SEEING SUCH HIGH STATS?



# BECOMING TOBACCO-FREE IN LGBT COMMUNITIES

Tobacco use is a major issue among LGBT communities.

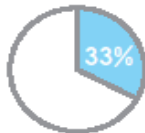
**\$7.9**  
BILLION

Estimated LGBT money spent on cigarettes each year



U.S. population that smokes

VS



LGBT population that smokes

## WHY IS TOBACCO USE SO COMMON IN LGBT COMMUNITIES?



We **gather in bars and clubs** where drinking and smoking are common.



We use tobacco products as **tools for meeting people and as a way to connect.**



**Discrimination toward the LGBT** communities is common, and we turn to tobacco as a way to cope.



Many LGBT individuals come out during our youth. This is a **stressful time**, and we turn to tobacco as a way to cope.



**Tobacco advertising is everywhere.** Tobacco companies target both LGBT teens and adults.

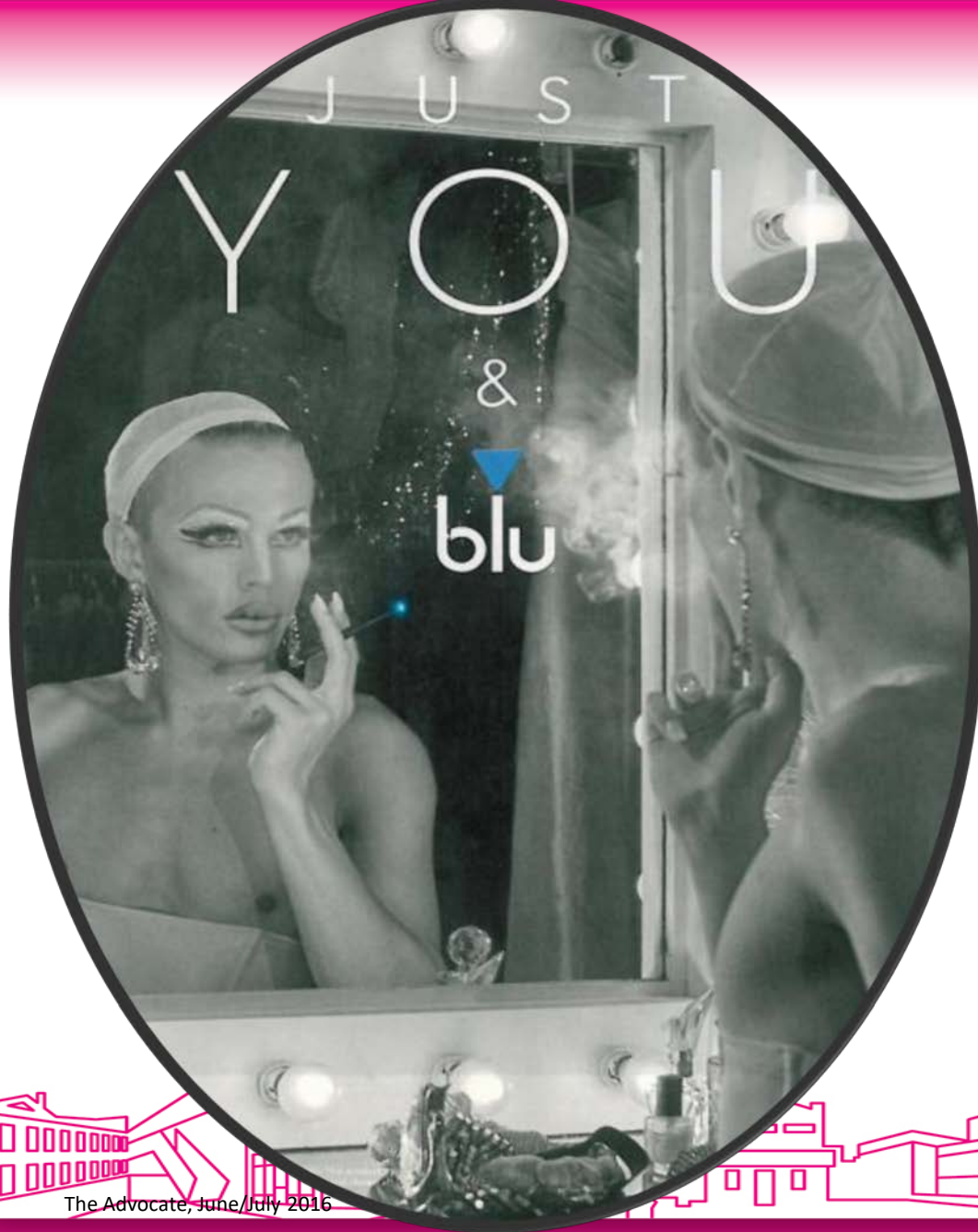
LGBT INDIVIDUALS WHO WORK WITH A QUIT COACH AND USE QUIT MEDICATIONS HAVE THE BEST CHANCE OF QUITTING TOBACCO FOR GOOD.

For more information, visit [njhealth.org/quittobaccohelp](http://njhealth.org/quittobaccohelp)

- *Cultural norm (socially transmitted disease)*
- *Unhealthy coping strategy/outlet from stress associated with stigma and discrimination, especially among LGBT youth*







*Tobacco industry advertising is everywhere, and a long, aggressive history of targeting the LGBT community shows no signs of abating*



The Advocate, June/July 2016

**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](http://www.nascigs.com)

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.

<http://www.lgbttobacco.org/files/Am%20Spirit%20Freedom%20to%20Ad.jpg>

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## In This Section

[Development of Healthy People 2030](#)[Advisory Committee](#)[Committee Meetings](#)[Public Comment](#)[History & Development of Healthy People 2020](#)[Objective Development and Selection Process](#)[Advisory Committee](#)

## About Healthy People

Healthy People provides science-based, 10-year national objectives for improving the health of all Americans. For 3 decades, Healthy People has established benchmarks and monitored progress over time in order to:

- Encourage collaborations across communities and sectors.
- Empower individuals toward making informed health decisions.
- Measure the impact of prevention activities.



## Introducing Healthy People 2020

Healthy People 2020 continues in this tradition with the launch on December 2, 2010 of its ambitious, yet achievable, 10-year agenda for improving the Nation's health. Healthy People 2020 is the result of a multiyear process that reflects input from a diverse group of individuals and organizations. [Read the press release for the Healthy People 2020 launch. \[PDF - 149 KB\]](#)

# HP 2020 LGBT Objectives<sup>23</sup>

Reduce binge drinking

**Increase [colorectal,]  
breast and cervical cancer  
screening**

Reduce bullying among  
adolescents

Increase condom use

Increase high school  
graduation

Increase health insurance  
rates

Increase annual HIV testing

Reduce use of illicit  
substances

Reduce suicide rate, suicide  
attempts by adolescents,  
and major depressive  
episodes (MDEs)

Reduce adult obesity

Reduce obesity in children  
and adolescents

**Reduce tobacco use by  
adults and adolescents**

Increase proportion of  
those who have a specific  
source of ongoing care





# Continuing Issues to Address<sup>(23)</sup>



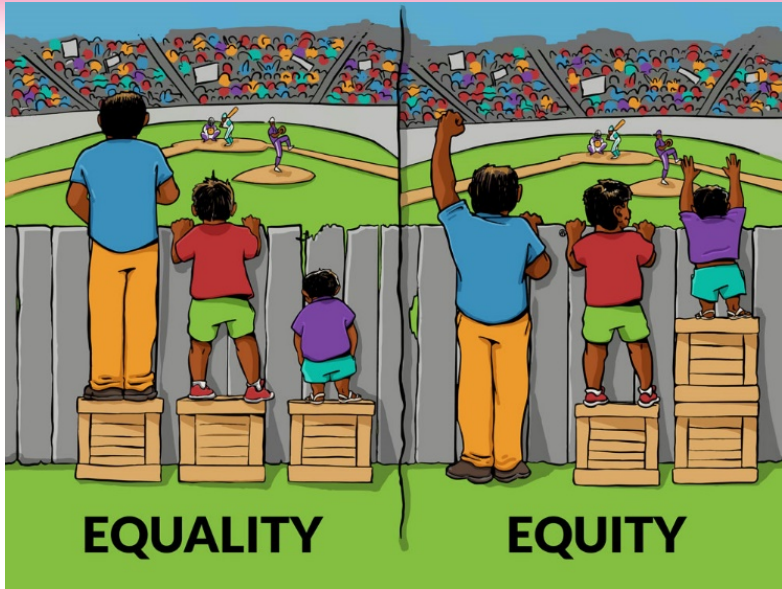
- Nationally representative data on LGBT Americans
- Prevention of violence and homicide toward the LGBT communities
  - Resiliency in LGBT communities
  - Elder health and well-being
  - Need for a LGBT wellness model
- Recognition of transgender health needs as medically necessary





# HOW DO WE ADDRESS THESE ISSUES?

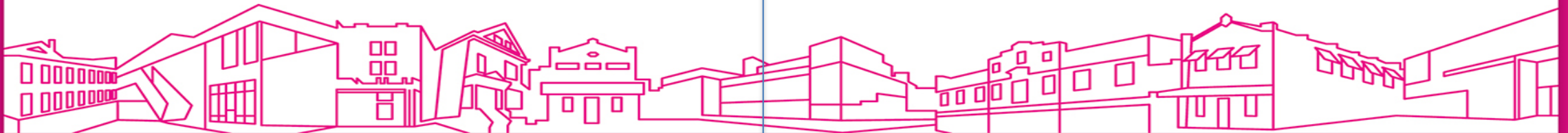




## NIH designates LGBT people as health disparity population

**New ACA rule bans anti-trans discrimination in health care! What does this mean for you?**

Supreme Court's Decision On Same-Sex Marriage Expected To Boost Health Coverage



Best Practices for LGBT Engagement



**HEALTH STARTS HERE.**  
**FOR EVERYONE.**

We are **proud** to be LGBT-welcoming

GBT health resources:  
[gbthealthlink.org](http://gbthealthlink.org)



Know your rights:  
[healthcarebillofrights.org](http://healthcarebillofrights.org)



Find your local LGBT Center  
[lgbtcenters.org/mycenter](http://lgbtcenters.org/mycenter)



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THE NETWORK FOR HEALTH EQUITY

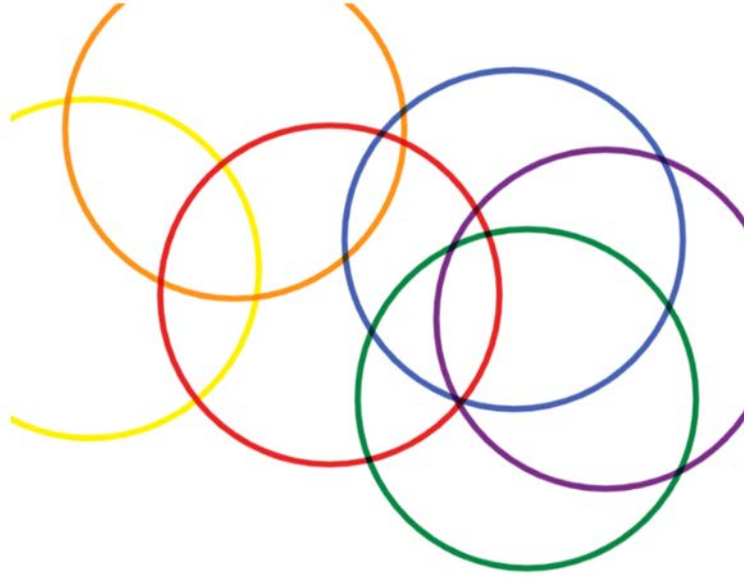
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# LGBT Best & Promising Practices







**LGBT Best and Promising Practices for Comprehensive Tobacco Control Programs**

LGBT HealthLink: The Network for Health Equity  
is a Proud Program of CenterLink  
P.O. Box 24490, Ft. Lauderdale, FL 33307-4990  
lgbthealthlink@lgbtcenters.org

**LGBT HEALTHLINK**  
THE NETWORK FOR HEALTH EQUITY  
A PROGRAM OF CENTERLINK

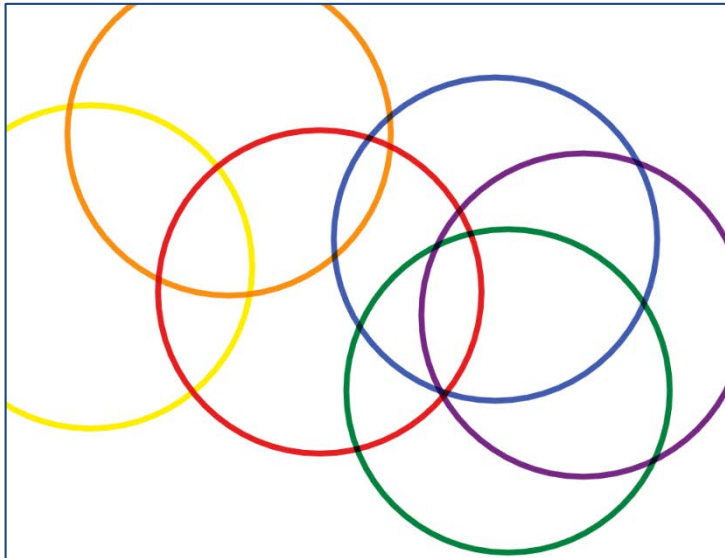
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**LGBT Best and Promising Practices**  
Throughout the Cancer Continuum

**LGBT HEALTHLINK**  
THE NETWORK FOR HEALTH EQUITY  
A PROGRAM OF CENTERLINK

**national  
lgbt  
cancer  
network**  
ADVOCATING FOR HEALTH EQUALITY





### LGBT Best and Promising Practices for Comprehensive Tobacco Control Programs

LGBT HealthLink: The Network for Health Equity  
is a Proud Program of CenterLink  
P.O. Box 24490, Ft. Lauderdale, FL 33307-4990  
lgbthealthlink@lgbtcenters.org



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## 7 Measures for LGBT-tailored Comprehensive Tobacco Control Programs

- 1 Promote LGBT professional safety & leadership in public health
- 2 Include LGBT community members in policy planning steps
- 3 Monitor impact of tobacco on LGBT populations
- 4 Establish cultural competency standards for statewide programs
- 5 Fund community-based programs to help reduce LGBT tobacco disparities
- 6 Routinely integrate LGBT tailored efforts into larger wellness/tobacco campaigns
- 7 Disseminate findings and lessons learned



# Closing Thoughts



# Closing Thoughts

- Do you co-brand with LGBT trusted groups?
- Do you promote through LGBT media channels?
- Do your promotional materials include LGBT imagery?
- Are you collecting LGBT resources for referrals?
- Do you collect sexual orientation and gender identity data (in your programs, surveys, and evaluations)?





# Closing Thoughts

- LGBT stressors that we may experience can lead to risk behaviors
- Lack of insurance and lack of trust are LGBT barriers to care
- Physicians/public health must set welcoming and accepting tone with open-ended questions and without judgement
- Establish trusting relationship for open dialogue around LGBT risks
- ACA & same-sex marriage ruling have helped, but more is needed



JOIN THE MOVEMENT TO ACHIEVE  
LGBT HEALTH EQUITY!

[www.mylgbthealthlink.org](http://www.mylgbthealthlink.org)

HealthLink members have access to:

- Weekly LGBT Health News Roundup
- Scholarships to help support and promote leadership in LGBT health
- Members-only online networking groups
- Exclusive webinars and resources available for download
- Co-branding opportunities



# THANK YOU!



Regina R. Washington, DrPH  
Email: [regina@lgbtcenters.org](mailto:regina@lgbtcenters.org)  
Direct: 954.765.6024

Web: <http://www.lgbthealthlink.org>  
Blog: <http://blog.lgbthealthlink.org>

Facebook: [LGBT HealthLink](#)  
Twitter: [@LGBTHealthLink](#)





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