

Tobacco Prevention Strategies for Black and Latine LGBTQ+ Youth

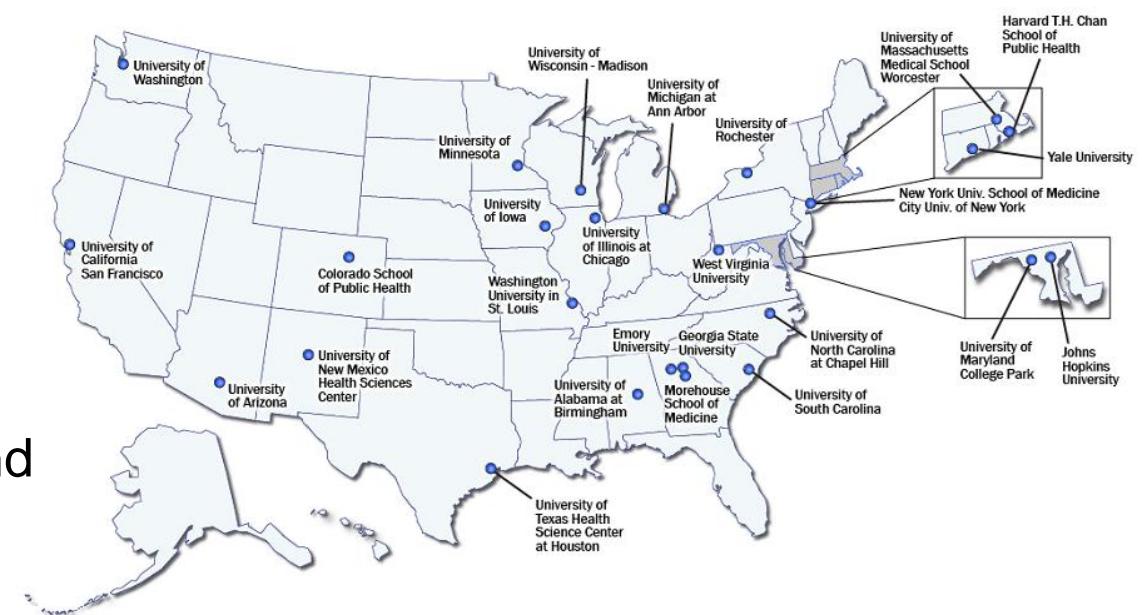
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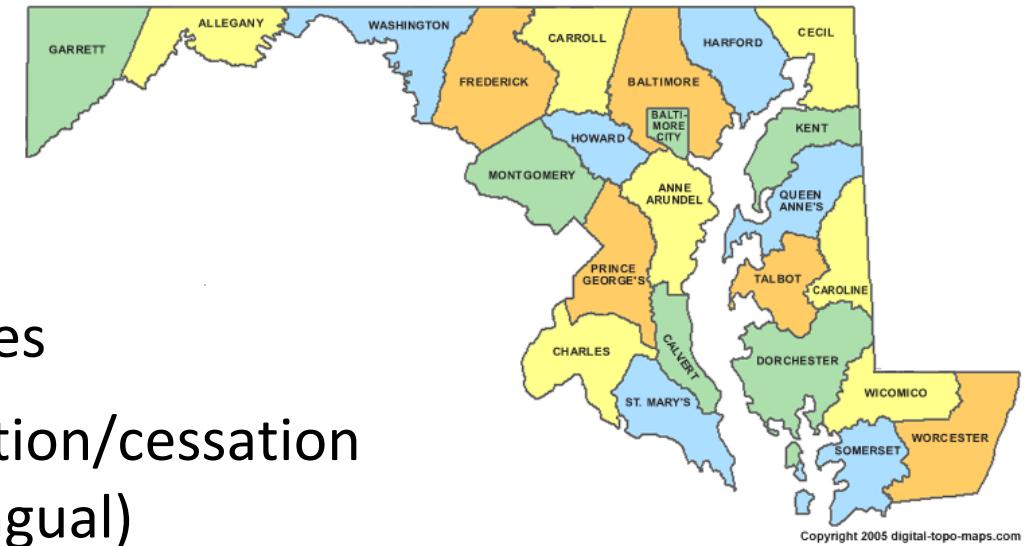
UMD Prevention Research Center (UMD-PRC)

- One of 26, CDC-funded prevention research centers
- Interdisciplinary team of health researchers and practitioners
- Four core areas: mental health, substance use/misuse, sexual and reproductive health, and violence prevention
- Training and TA around improving mental and behavioral health care



UMD-PRC and MDH Partnership

- Reduce tobacco-related health disparities and promote culturally appropriate tobacco prevention and cessation interventions
- Focused on...
 - LGBTQ youth and young adults aged 15-21
 - Black and Latine LGBTQ communities
 - Prince George's and Montgomery counties
- Centers an ongoing, community-driven strategies
- Focus on the development of a tobacco prevention/cessation communication campaign (English/Spanish bilingual)



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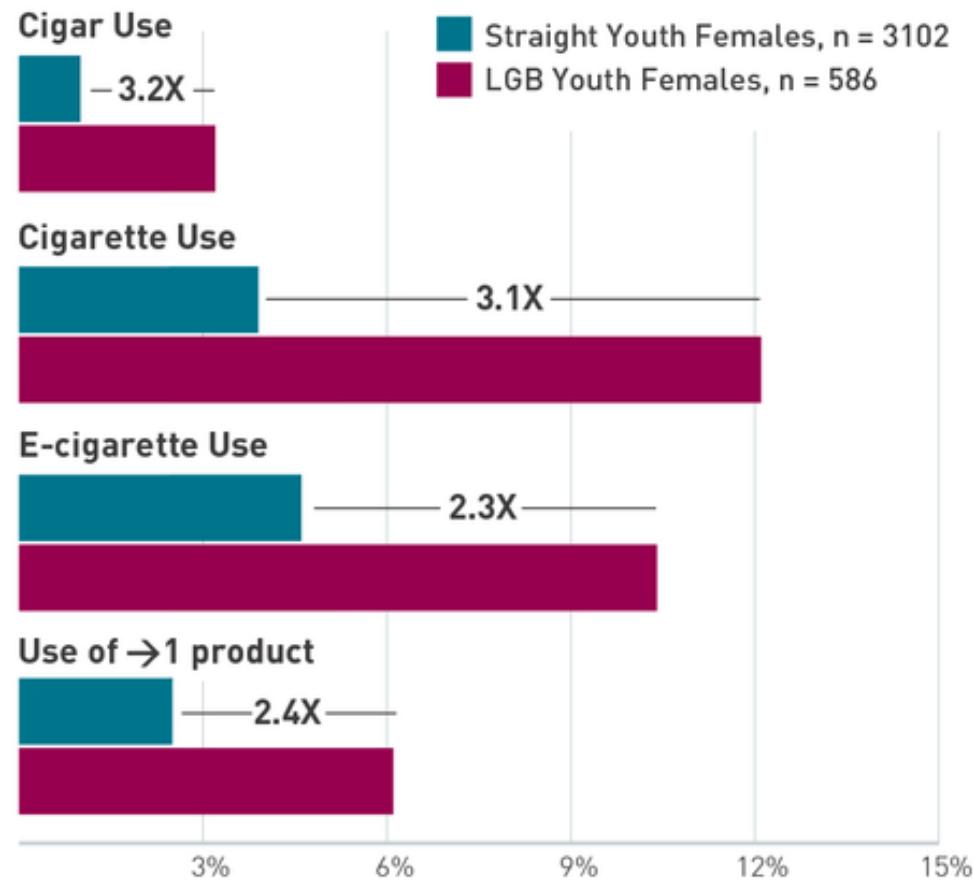


LGBTQ+ Tobacco Use Disparities

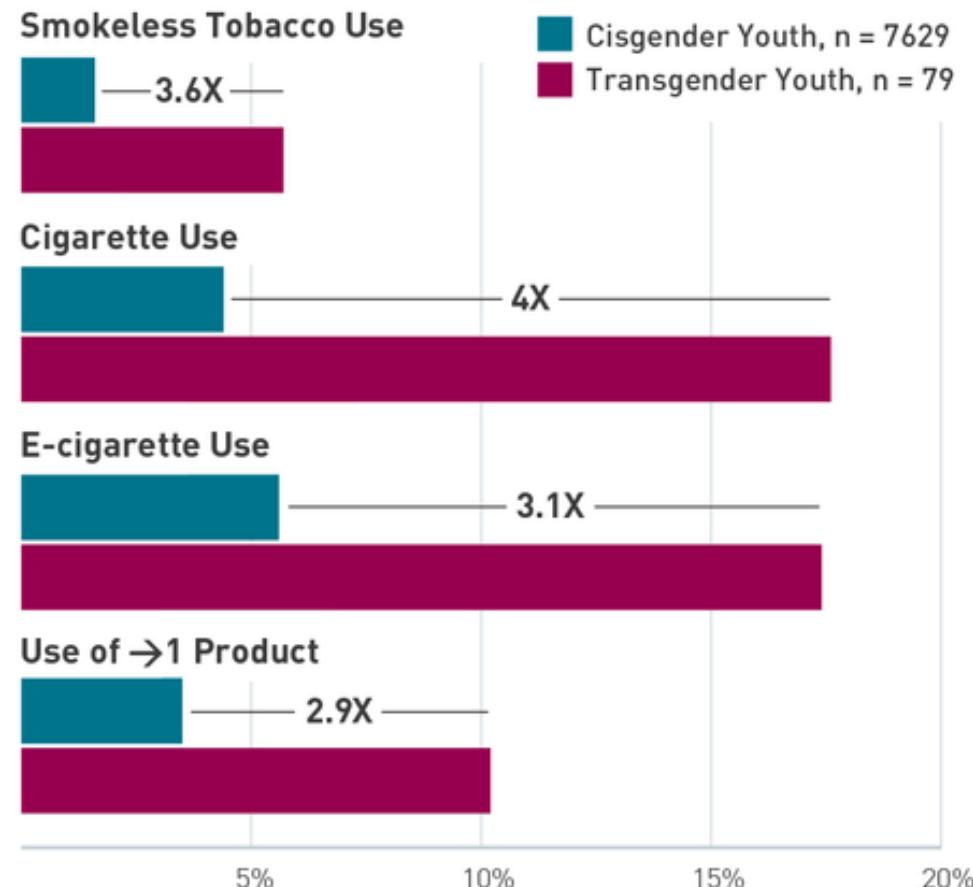
LGBTQ+ Tobacco Use Disparities

- Increased Risks: LGBTQ youth and young adults are at elevated risk for tobacco use

LGB Females vs Straight Females Current Tobacco Use, 2016 (Youth)⁴



Transgender Youth vs Cisgender Youth Current Tobacco Use, 2016⁴

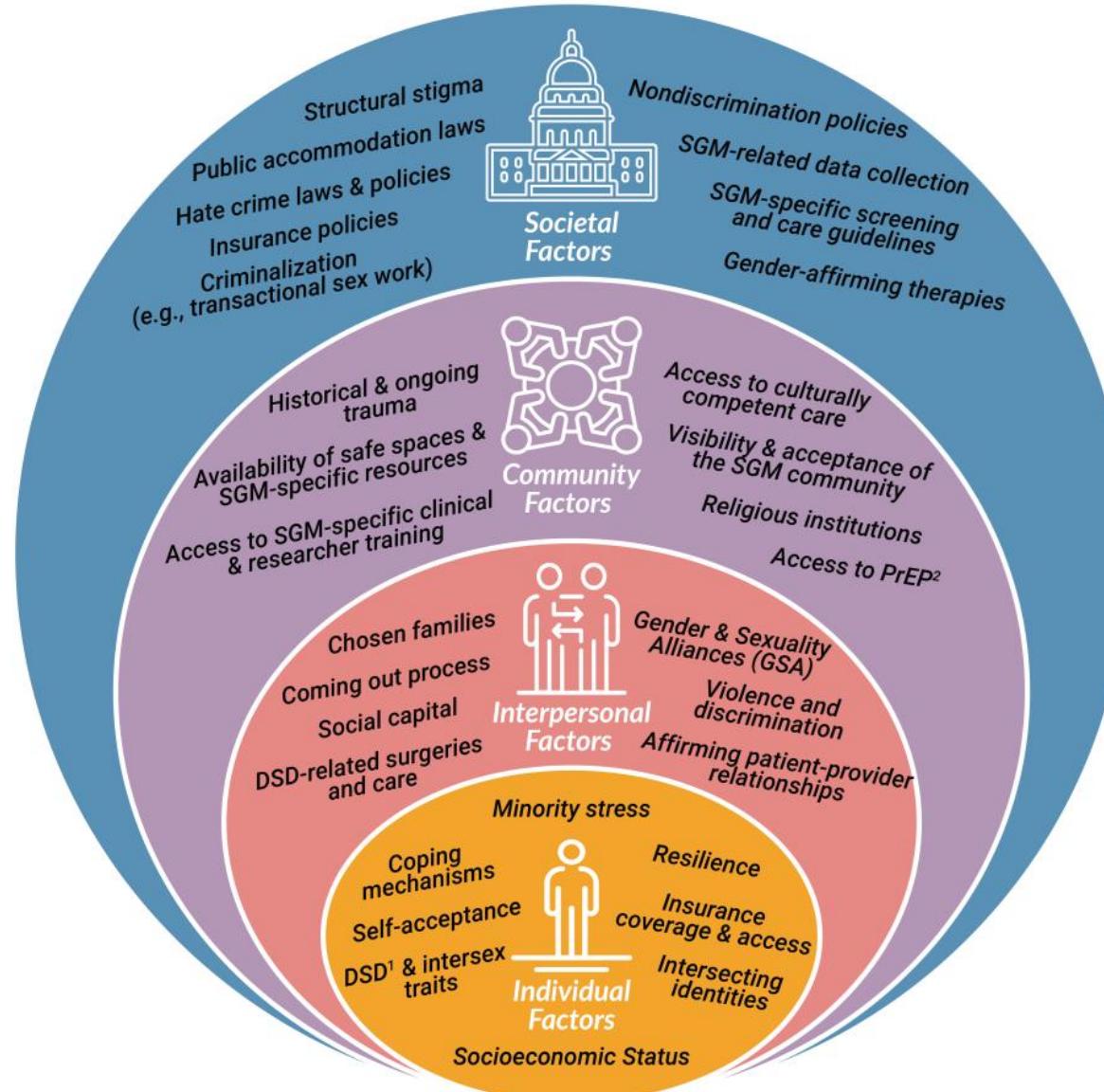


LGBTQ+ Tobacco Use Disparities

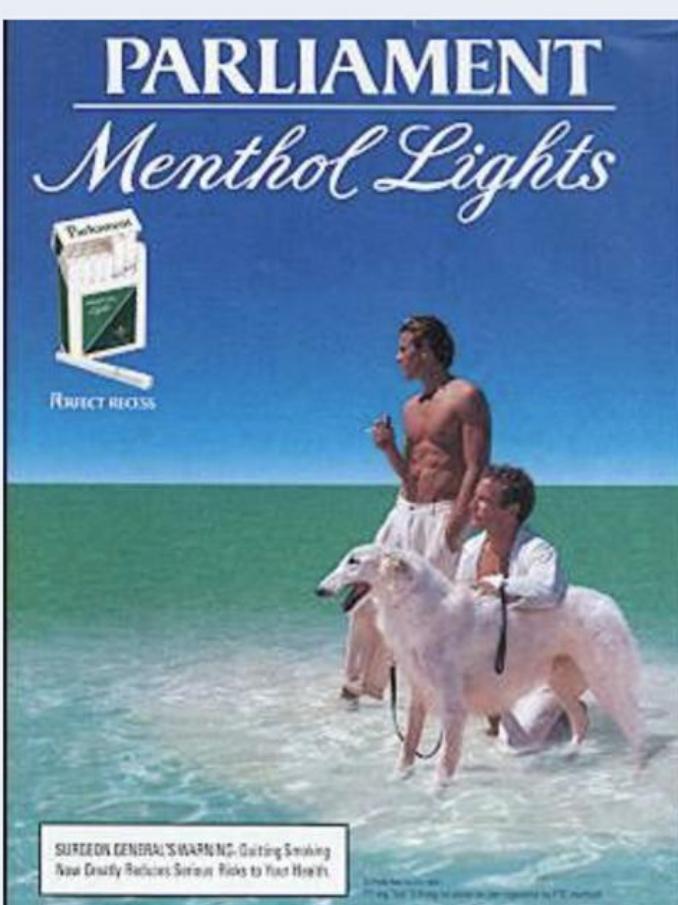
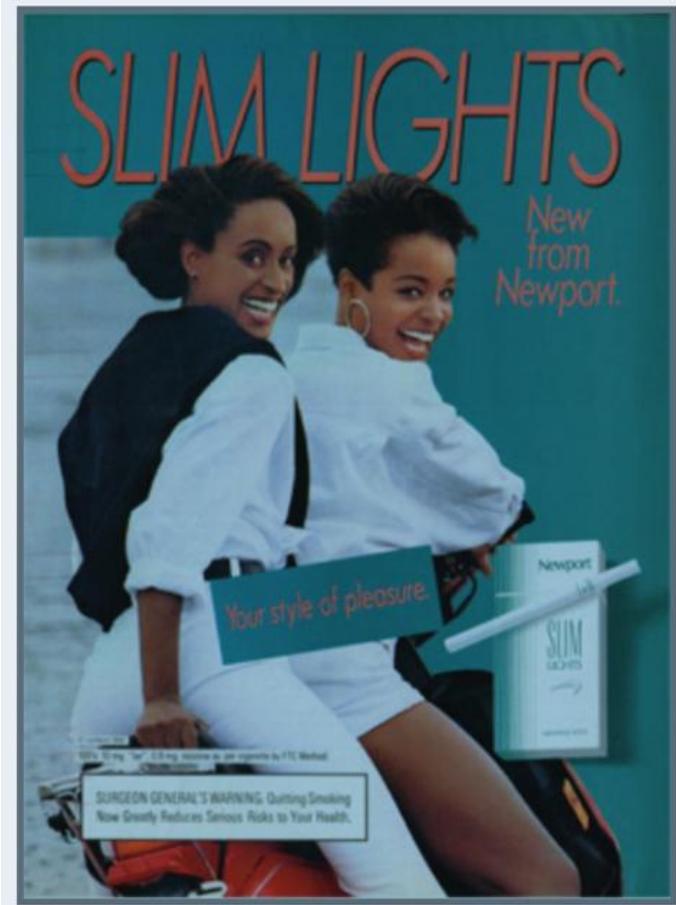
- Increased Risks: LGBTQ youth and young adults are at elevated risk for tobacco use
- Related to...
 - Stigma, minority stressors
 - Targeted Advertising

Sexual & Gender Minority Health Disparities Research Framework

(Adapted from the NIMHD Minority Health and Health Disparities Research Framework)



Targeted Advertising



LGBTQ+ Tobacco Use Disparities

- Increased Risks: LGBTQ youth and young adults are at elevated risk for tobacco use
- Related to...
 - Stigma, minority stressors
 - Targeted Advertising
- Trends are headed in the wrong direction

Healthy People 2030

Goal: Improve the health, safety, and well-being of lesbian, gay, bisexual, and transgender people.

Tobacco Use

[Reduce current tobacco use in adults — TU-01](#)

 Improving

[Reduce current cigarette smoking in adults — TU-02](#)

 LHI

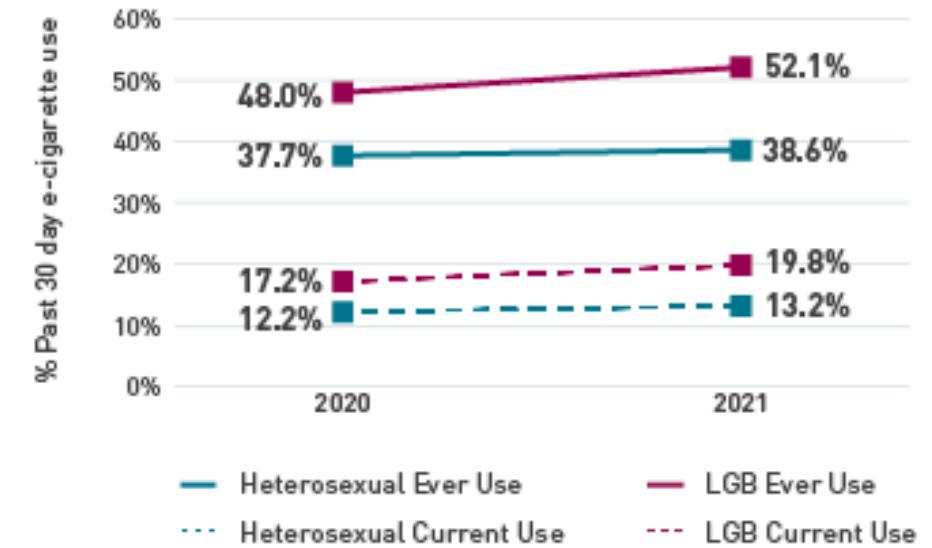
 Improving

[Reduce current tobacco use in adolescents — TU-04](#)

 LHI

 Getting worse

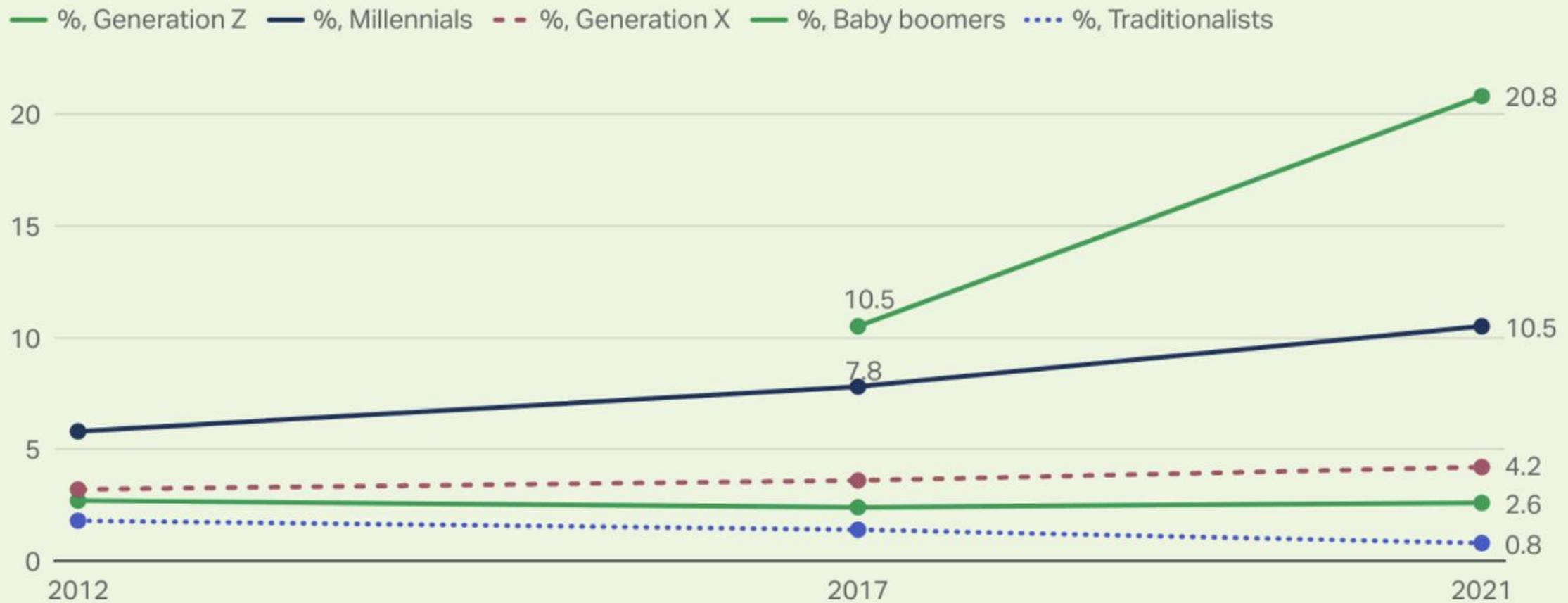
E-cigarette use among youth and young adults by sexual orientation



LGBTQ+ Tobacco Use Disparities

- Increased Risks: LGBTQ youth and young adults are at elevated risk for tobacco use
- Related to...
 - Stigma, minority stressors
 - Targeted Advertising
- Trends are headed in the wrong direction
- % of youth who identify as LGBTQ youth is rising

Trend in LGBT Identification by Generations of U.S. Adults, 2012, 2017 and 2021



LGBTQ+ Tobacco Use Disparities

- Increased Risks: LGBTQ youth and young adults are at elevated risk for tobacco use
- Related to...
 - Stigma, minority stressors
 - Targeted Advertising
- Trends are headed in the wrong direction
- % of youth who identify as LGBTQ youth is rising
- Black and Latine LGBTQ+ youth

Investigating Tobacco Use and Cessation Experiences of LGBTQ Youth and Young Adults in Prince George's and Montgomery County Maryland

2022-2026

Four years in...

- Comprehensive review of the literature
- Community health needs assessment
- Community advisory board meetings
- Community conversations with key informants
- Pride events and community outreach
- Department of health partnerships
- And more...

Access our
Community Health
Needs
Assessment



What we learned...

- LGBTQ youth and young adults are disproportionately using tobacco and ENDS products in our counties
- Black and Latine LGBTQ youth and young adults perceive tobacco use as a problem within the community
- LGBTQ-serving organizations don't prioritize tobacco prevention and resources
 - Need low-cost, low-burden strategy for organizations to incorporate tobacco prevention information and resources...

Developing Effective Communication Strategies

Live in Color without Tobacco / Vive en Colores sin Tabaco



Live in Color / Vive en Colores Campaign

- English/Spanish communication health materials for service providers
- Audience: Black and Latine LGBTQ+ youth / young adults (aged 15-21)
- Integrates best practices, community needs
- Develop resources
 - Print/digital materials for prevention/quitting
 - Website
 - Resource lists
 - Toolkits for implementation
 - Training/TA



the **live in color** without tobacco communications toolkit

How to Support Black and
Latine LGBTQ+ Youth and
Young Adults to Live
Tobacco Free



SCHOOL OF
PUBLIC HEALTH
PREVENTION RESEARCH CENTER

Maryland
DEPARTMENT OF HEALTH

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Guidance for using messages & material for...

- Social media
- Website
- Conversations with clients and community members
- General communication
- and more...

Visuals



Visuals

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

live in color
without tobacco

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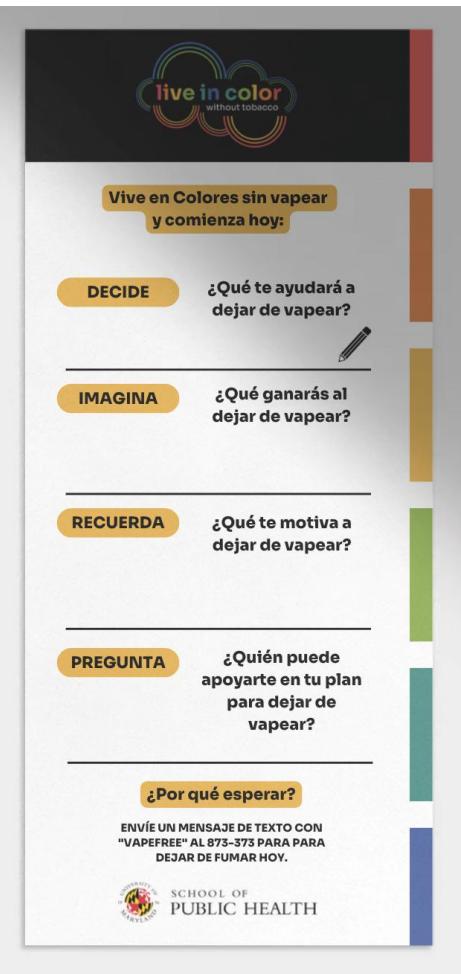
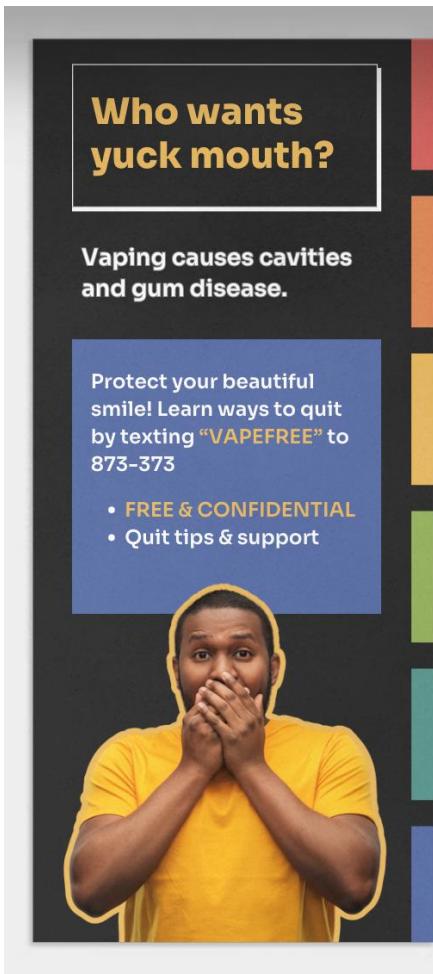
Visuals



Message testing

- Preliminary results look promising
 - No differences in personal or cultural relevance, or ad likability between messages.
 - Black participants reported greater message strength and personal relevance overall.
- Rack cards and resource guides are available on our website!

Rack Cards...



Rack Cards...



Informational and Resource Pages

quit resources to live tobacco free

Black and Latine youth and young adults can choose from national or Maryland programs and tools to quit tobacco.

Maryland County Programs

- Stop Smoking Quit Program for Montgomery County residents
 - Free quit line, programs, therapies, and medicines to quit
- Tobacco Control Program for Prince George's County residents
 - Free quitting classes, patches and counseling to quit

National Websites

- Smokefree Teen, National Cancer Institute
 - Website with information, tips, tools, and live web-based support for teens to quit
- BecomeAnEx.org, Truth Initiative
 - Online quit community and proven methods to quit
- N-O-T: Not on Tobacco, American Lung Association
 - 8 self-paced online sessions to help youth ages 14 to 19 quit e-cigarettes

Mobile Health Apps

- QuitGuide, ICF International for iPhone users
 - Use the app to track cravings and get motivational messages
- QuitStart, ICF International for iPhone users
 - Tailored tips, inspiration, and challenges to quit based on your smoking history

Hotlines/Chats

1-800-QUIT-NOW

- Connect to Maryland's quit line for free and confidential support from a quit coach and additional resources. This service doesn't need parents' consent.

Text "VAPEFREE" to 873-373

- Free, confidential text messages with tips, videos, and support to help teens and young adults quit vaping

English/Spanish Resources

National Websites

- American Lung Association website for the Latine Community
 - Quit resources for Latine teens
- Programa Latino para Dejar de Fumar (Latino Program to Stop Smoking), National Cancer Institute
 - Free Spanish-language self-help guide for young adult smokers quit

Quit Lines/Chats

Quitting Help/Dejelo Ya

- A service from CDC for people who speak Spanish and want to quit smoking. Call the Spanish language quitline: 1-855-DEJELO-YA (1-855-335-3569)

SCAN FOR LINKS TO THESE RESOURCES: 

recursos para dejar de fumar y vivir sin tabaco

Los jóvenes y adultos jóvenes negros y latines pueden elegir entre programas y herramientas nacionales o del estado de Maryland para dejar el tabaco.

Programas del Condado de Maryland

- Stop Smoking Quit Program para los residentes del Condado de Montgomery
 - Línea gratuita para dejar de fumar, programas, terapias y medicamentos para dejar de fumar
- Tobacco Control Program para los residentes del Condado de Prince George's
 - Clases gratuitas para dejar de fumar, parches y asesoramiento para dejar de fumar

Sitios web nacionales

- Smokefree Teen, National Cancer Institute
 - Sitio web con información, consejos, herramientas y apoyo digital en vivo para que los adolescentes dejen de fumar
- BecomeAnEx.org, Truth Initiative
 - Comunidad en línea para dejar de fumar y métodos probados para dejar de fumar
- N-O-T: Not on Tobacco, American Lung Association
 - 8 sesiones en línea para ayudar a los jóvenes de 14 a 19 años a dejar de fumar cigarrillos electrónicos

Aplicaciones de salud móviles

- QuitGuide, ICF International para usuarios de iPhone
 - Utilice la aplicación para rastrear los antojos de tabaco y recibir mensajes motivacionales
- QuitStart, ICF International para usuarios de iPhone
 - Consejos personalizados, inspiración y desafíos para dejar de fumar en función de su historial de tabaquismo

Líneas telefónicas para dejar de fumar/chats

1-800-QUIT-NOW

- Conéctese a la línea para dejar de fumar de Maryland para obtener apoyo gratuito y confidencial de un entrenador para dejar de fumar y recursos adicionales. Este servicio no necesita el consentimiento de los padres

Envía un mensaje de texto "VAPEFREE" a 873-373

- Mensajes de texto gratuitos y confidenciales con consejos, videos y apoyo para ayudar a adolescentes y adultos jóvenes a dejar de vapear

Recursos en inglés/español

National Websites

- Sitio web de la American Lung Association para la comunidad Latine
 - Recursos para dejar de fumar para adolescentes latines
- Programa Latino para Dejar de Fumar (Latino Program to Stop Smoking), National Cancer Institute
 - Guía gratuita de autoayuda en español para adultos jóvenes que buscan dejar de fumar

Líneas telefónicas para dejar de fumar/chats

Quitting Help/Dejelo Ya

- Un servicio de los CDC para personas que hablan español y quieren dejar de fumar. Llame a la línea de ayuda en español: 1-855-DEJELO-YA (1-855-335-3569)

ESCANEE PARA ENCONTRAR ENLACES A ESTOS RECURSOS: 

Guidelines for Using the Key Messages and Materials

Organizations are encouraged to use these messages and materials to promote tobacco, nicotine, and vape prevention information on their social media, websites, and in conversations with Black and Latine LGBTQ+ youth and young adult clients and community members.

Identify the most appropriate social media platform.

There are multiple social media options, but you need to identify the platform that the Black and Latine LGBTQ+ youth and young adults you serve are more likely to use.

Determine the types of social media content you will post.

Social media platforms allow you to post a variety of content, including still images, videos, and multiple images in one post. For instance, the Live In Color Without Tobacco key messages with visuals [in Appendix A] can be used for still imagery posting.

Include relevant captions and hashtags in the post.

Today's social media algorithms play a key role in determining post visibility. Therefore, it is important to include trending hashtags that will increase exposure to your social media page. We recommend the following hashtags:

- #LiveInColorWithoutTobacco
- #LiveTobaccoFree

Tag relevant organizations.

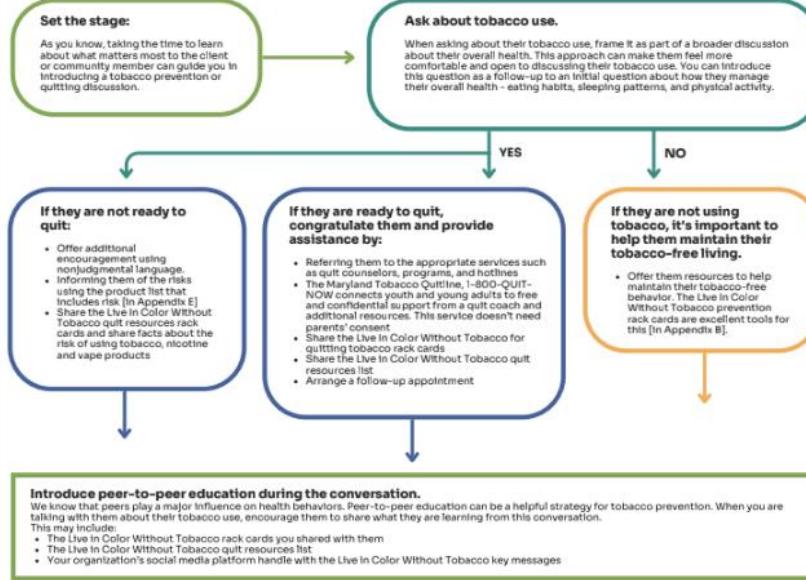
Remember, cross-collaboration is not just critical, it is beneficial! Tag the social media pages of LGBTQ+ serving organizations and tobacco control organizations to gain a broader reach.

Share it with the community.

Be sure to share your page with the Black and Latine LGBTQ+ youth and young adults you serve. Tell them about the page when you meet with them during sessions and see them at outreach events. Ask them to visit the page for tips on staying tobacco-free or quitting tobacco and to follow, like, share, and repost the information. Encourage them to consider sharing the information they are learning about on social media with family and friends through their social media accounts or during their in-person conversations.

Guidelines for Having Conversations about Tobacco Prevention and Quitting

Your clients trust you and now you have opportunities to engage them and discuss their beliefs, attitudes, perceptions, and behavioral intentions regarding tobacco use. These conversations have the potential to make a significant impact on their overall health. Some young people may not be initially interested in discussing their thoughts about tobacco use, but there are ways to pique their interest. We provide you with a map based on an evidence-based model from the Centers for Disease Control and Prevention practices. Additionally, when applying this map consider additional resources to assist with inclusive communication with LGBTQ+ community members such as the [Welcome Space Training](#).

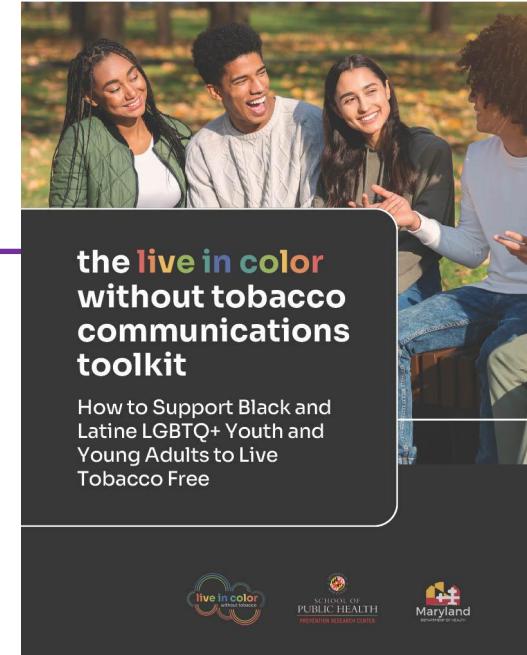


We recognize that some of the members of your organization may also be on a tobacco-free journey or use tobacco, nicotine, or vape products, and these conversations may be a challenge for both the staff and the client or community member. We encourage your organization to create and promote a supportive tobacco-free journey for the staff through an internal quitting campaign for staff. This could be an opportunity to improve the staff's health and serve as a model of positive tobacco-free behaviors for the clients.

These Facilitating Community Member/Client Conversations Guidelines are available as a separate handout [in Appendix D] for quick reference.

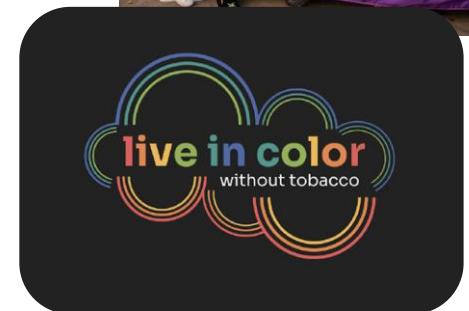
Dissemination

- Distributing materials to community organizations in Prince George's, Montgomery Counties, and beyond
 - Prioritizing:
 - Organizations serving LGBTQ+ clients
 - Training departments of health on the toolkit
- Developing and delivering TA and trainings
- Building a strong network in service to future sustainability



Other ways to get started...

- National LGBTQ Cancer Network (CDC)
- SAMHSA SOGIE Center of Excellence (UConn)
- FDA/This Free Life (LGBTQ-focused campaign)
- Truth Initiative
- Our website
 - Training/TA
 - Campaign materials
 - Other resources



<https://linktr.ee/liveincolormd>



Thank you!

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