

PRIDE IN POLICY: ADVANCING THE HEALTH OF THE LGBTQ+ COMMUNITY

2



**PUBLIC HEALTH
LAW CENTER**
at Mitchell Hamline School of Law

THE PUBLIC HEALTH LAW CENTER



Equality



Equity



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based on work for First Nations Health Authority at Gathering Wisdom VI

Drawing
Change

Image credit: Sam Bradd <https://drawingchange.com/gathering-wisdom-visuals-for-a-healthy-future/>

LEGAL TECHNICAL ASSISTANCE

- ✓ Legal Research
- ✓ Policy Development, Implementation, Defense
- ✓ Publications
- ✓ Trainings
- ✗ Direct Representation^{6/21/2021}
- ✗ Lobby



The History of LGBTQ+ Tobacco Marketing

June 22, 2021

national
lgbt cancer
network

 TOBACCO RELATED
CANCER PROJECT



Gabe Glissmeyer
Project Specialist
National LGBT Cancer Network

**One of eight CDC-funded
tobacco-related cancer disparity
networks.**



Agenda

- Who we are
- How marketing started
- LGBTQ Tobacco Advertisements
- Current tobacco* use in LGBTQ+ communities
- Recommendations

*When we use the word tobacco, we are referring strictly to the use of commercial tobacco products, not traditional tobacco used by some American Indian tribes.



Who we are



1

EDUCATING

the LGBT community
about our increased
cancer risks and the
importance of
screening and early
detection

2

ADVOCATING

for LGBT survivors in
mainstream cancer
organizations, the
media and research.

3

TRAINING

health care
providers to offer more
culturally-competent,
safe and welcoming
care



Out Proud Free

- Education
 - Collecting stories
- Advocacy
 - Coalitions
 - Building local partnerships
- Check us out at cancer-network.org/opf





How marketing started



“It seems to me that homosexuals have made enormous progress in changing their image in this country...A few years back they were considered damaging, bad and immoral, but today they have become acceptable members of society...We should research this material and perhaps learn from it.” -1985 Philip Morris memo



How it started

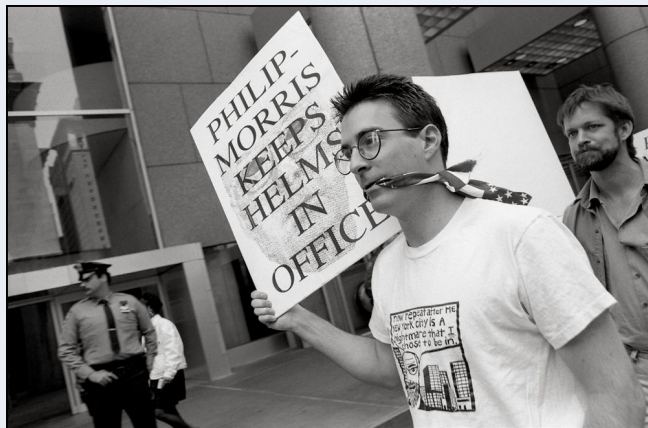
- Risky to market to a taboo community
- “This is a dream market” and “attention-starved and very loyal”
- Brand loyalty and disposable income





Community View of Tobacco Industry

- Severe distrust of the tobacco industry
- Funding anti-LGBT politicians
- In 1990, ACT-UP called for a boycott
- “Corporate-sponsored gay bashing will not be tolerated”





Changing the Narrative

- Donating money to HIV/AIDS research and art programs
- \$1.3 Million donated between 1985 and 1991
- Partnering with LGBT publications

The screenshot shows a page from The New York Times Business Day. The page has a navigation bar with categories: WORLD, U.S., N.Y. / REGION, BUSINESS, TECHNOLOGY, SCIENCE, HEALTH, SPORTS, OPINION. Below the navigation bar is a search box and a row of links: DealBook, Markets, Economy, Energy, Media, Technology. The main content area features a headline: "COMPANY NEWS; Philip Morris to Increase AIDS Donations" by ANTHONY RAMIREZ, published on May 30, 1991. The article text discusses Philip Morris's response to a consumer boycott by homosexuals, its plan to increase AIDS medical research, and mentions a boycott by Act-Up against Marlboros and Miller. A sidebar on the right contains social media sharing options: FACEBOOK, TWITTER, GOOGLE+, EMAIL, SHARE, PRINT, and REPRINTS.

The New York Times **Business Day**

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION

DealBook Markets Economy Energy Media Technology

COMPANY NEWS
COMPANY NEWS; Philip Morris to Increase AIDS Donations
By ANTHONY RAMIREZ
Published: May 30, 1991

In response to a consumer boycott by homosexuals, the Philip Morris Companies, the world's largest consumer-products concern, plans to announce today that it will substantially increase its charitable contributions to AIDS medical research.

Last year, Act-Up, a gay rights organization, called for a boycott of Marlboros, the world's best-selling cigarette, and Miller, the nation's second-largest brewer after Anheuser-Busch. It sought to protest Philip Morris's contributions to Senator Jesse A. Helms, a conservative Republican from North Carolina, a major tobacco-growing state. Homosexuals consider the Senator to be sharply critical of their causes.

Act-Up, which is short for the AIDS Coalition to Unleash Power, estimates that there are 10,000 gay bars in the country and contends that many people boycotted Philip Morris products. Philip Morris said the boycott had no economic impact.

FACEBOOK
TWITTER
GOOGLE+
EMAIL
SHARE
PRINT
REPRINTS

NEWS RELEASE



Largest National Gay & Lesbian and AIDS Political Organization

FOR IMMEDIATE RELEASE

CONTACT: Gregory King
(202) 628-4160

MILLER AND MARLBORO BOYCOTT TO END,

---CAMPAIGN FUND EXPRESSES SUPPORT FOR OUTCOME

WASHINGTON, DC (May 30, 1991) Representatives of ACT UP, the AIDS Coalition to Unleash Power, today called for an end to the national boycott of Miller Beer and Marlboro cigarettes at a press conference in New York. Phillip Morris announced its plans to expand its donations to community based organizations providing AIDS services and education programs.

The Human Rights Campaign Fund, the nation's largest lesbian and gay organization, expressed support for the ending of the boycott. The Campaign Fund's board of directors had endorsed the boycott in the Summer of 1990.

"We believe the boycott has made a difference. It has informed corporate America that the lesbian and gay community will stand up for its rights. It has heightened an awareness of the need for corporations to play a more active role in fighting AIDS and anti-gay bigotry. We are pleased to have played a part in this effort," said Tim McFeeley, the Campaign Fund's executive director.

"ACT UP's leadership in this effort has had a real impact. They called for greater corporate involvement in fighting the AIDS epidemic. By mobilizing nationwide, ACT UP was able to have their call heard and answered," McFeeley stated.

He also commended Phillip Morris for their pledge to increase funding for AIDS programs. "Phillip Morris has made a

1012 14th Street, N.W. • Suite 607 • Washington, D.C. 20005 • (202) 628-4160
Fax # (202) 347-5323

commitment to fund community based organizations and other groups on the front lines of the AIDS epidemic. Community based organizations can channel the support of the corporate community to meet the growing needs of agencies facing an ever increasing number of AIDS cases. Phillip Morris is setting an example that should be followed by every corporation and business in our country," McFeeley stated.

"During the first ten years of the AIDS epidemic, the federal government and far too many institutions in our society failed to meet the needs of Americans who live with the crisis of AIDS on a daily basis. Today's announcement indicates that one member of the corporate community is willing to make a greater effort to insure that funds are available for those in need. It is now time to focus increased attention on the federal government's failure to meet its responsibilities to people with AIDS," McFeeley stated.

- 30 -

“Philip Morris is setting an example that should be followed by every corporation and business in our country.” Tim McFeeley, Human Rights Campaign Fund Director, 1991



LGBT magazine editors quotes

“I’m just celebrating being part of the mix. We’re not being excluded any longer.”

- Tuthill, *Genre*, 1992

“...barriers are beginning to fall. It says ‘we respect you as consumers and we want your business.’ I would gladly accept tobacco advertisements.”

- Jerry Williams, *Gay Chicago*, 1992

“...in a beggar’s position, rather than a chooser’s position.”

-Jeff Yarbough, *The Advocate*, 1992



LGBTQ+ Tobacco Advertisements



Genre Magazine

October/November
1992

INTRODUCING SOFT PACK FEEL IN A BOX

NEW BENSON & HEDGES SPECIAL KINGS
REFRESHINGLY SMOOTH MENTHOL
IN THE NEW POCKET PACK™ SHAPED TO FIT SMARTLY IN YOUR HAND AND POCKET.
SOFT PACK FEEL IN A BOX.
IN SHORT, AMERICA'S PREMIUM CIGARETTE

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

© Philip Morris Inc. 1992
Lights: 13 mg "tar," 0.9 mg nicotine—Regular: 15 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.



Genre Magazine

February/March 1993

“Get the edge. Over any menthol you’re smoking now...”

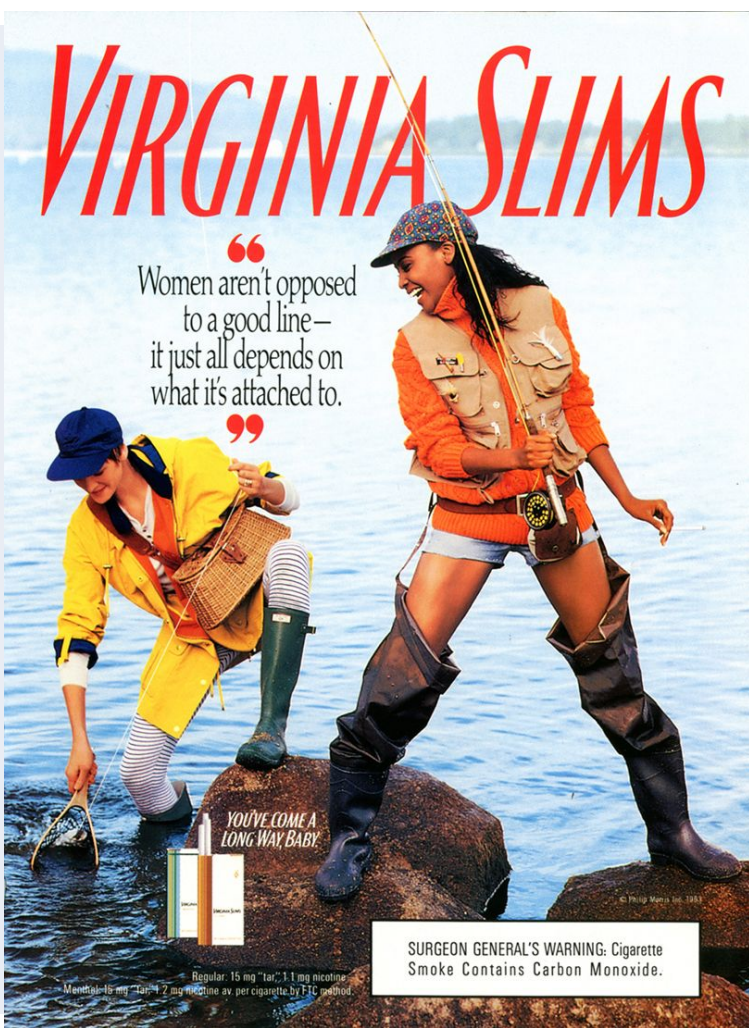




1993

VIRGINIA SLIMS

“
Women aren't opposed
to a good line—
it just all depends on
what it's attached to.
”



*YOU'VE COME A
LONG WAY, BABY.*

Regular: 15 mg "tar," 1.1 mg nicotine
Menthol: 16 mg "tar," 1.2 mg nicotine av. per cigarette by FTC method.

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



1993

VIRGINIA SLIMS

“
If you always follow
the straight and narrow,
you'll never know what's
around the corner.
”

YOU'VE COME A
LONG WAY BABY

9 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

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

© 1993 B&W T Co., Inc.



1995 Rolling Stone

1995 Out Magazine



PHILIP MORRIS INC.
THIS ADVERTISEMENT PREPARED BY YOUNG & RUBICAM NY

Job Number: M4379
Ad Number: PAR 9-A2
Title: Florida Arch YO RWIS PACB
Alt Size: Bleed 8 1/2" x 11 1/8"
Line: 7 1/8" x 10"
Publications: Parhoush, Details, Mademostalla
Competition:

Warning Statement: A
Warning Exhibit: 2
Ch. of Cover Date: 2
Cover Date: April
1995
T&M: 10 01
© 1995

Code: PMJPAR (15-1-12) 81294

2nd QUARTER

**IMPORTANT NOTICE FOR MATERIALS COVERED BY
INSERTION ORDERS FOR PUBLICATIONS HAVING A COVER
DATE ENCOMPASSING ONE MONTH OR LESS**

IMPORTANT NOTICE

This advertisement complies with the legal requirement for the correct Surgeon General's Warning Statement and a "tar" and nicotine line which must appear in all cigarette advertising. Check proofs and repro materials you receive to be certain they match each other. **UNDER NO CIRCUMSTANCES ARE YOU TO RUN SUBSTITUTE MATERIALS, ALTER OR OMIT ANY COPY WITHOUT PRIOR APPROVAL FROM THE AGENCY SUBMITTING MATERIALS OR USE THESE MATERIALS ON ANY DATE(S) OTHER THAN SHOWN ON THE INSERTION ORDER UNLESS YOU RECEIVE A SUBSEQUENT INSERTION ORDER AUTHORIZING A REPEAT.** These materials may appear only in publications with a cover date between the period **April 1** through **June 30**. You must destroy these materials to avoid their improper use after this period.

2064034517

PHILIP MORRIS INC.
THIS ADVERTISEMENT PREPARED BY YOUNG & RUBICAM NY

Job Number: M4379
Ad Number: PAR 9-A2
Title: Florida Arch E 20RWIS
Alt Size: Bleed 8 1/2" x 11 1/8"
Line: 7 1/8" x 10"
Publication: Out

Warning Statement: A
Warning Exhibit: 2
Ch. of Cover Date: 2
Cover Date: April
1995
T&M: 10 01
© 1995

Code: PMJPAR (15-1-12) 81294

2nd QUARTER

**IMPORTANT NOTICE FOR MATERIALS COVERED BY
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IMPORTANT NOTICE

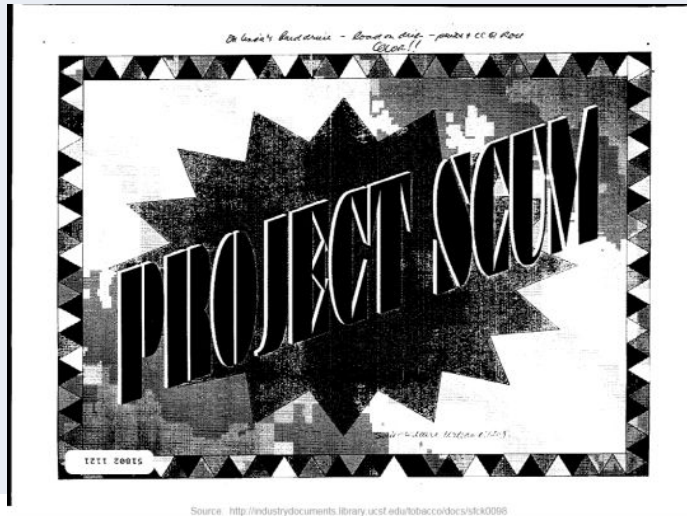
This advertisement complies with the legal requirement for the correct Surgeon General's Warning Statement and a "tar" and nicotine line which must appear in all cigarette advertising. Check proofs and repro materials you receive to be certain they match each other. **UNDER NO CIRCUMSTANCES ARE YOU TO RUN SUBSTITUTE MATERIALS, ALTER OR OMIT ANY COPY WITHOUT PRIOR APPROVAL FROM THE AGENCY SUBMITTING MATERIALS OR USE THESE MATERIALS ON ANY DATE(S) OTHER THAN SHOWN ON THE INSERTION ORDER UNLESS YOU RECEIVE A SUBSEQUENT INSERTION ORDER AUTHORIZING A REPEAT.** These materials may appear only in publications with a cover date between the period **April 1** through **June 30**. You must destroy these materials to avoid their improper use after this period.

2064034505



Project SCUM 1995-1997

- S.C.U.M. = Sub Cultural Urban Marketing
- Introduction of Camel products to the gay community
- “Rebellious Generation X-ers” and “street people”
- This campaign focused on sponsoring gay events and Pride festivals



Source: <http://industrydocuments.library.ucsf.edu/tobacco/docs/i1ck0098>

BACKGROUND:

During the introduction of Red Kamel, additional opportunities to improve Camel presence became evident in the San Francisco proper.

1. Consumer Subcultures
 - Alternative Life Style (Cocaine)
 - International Influence
 - Rebellious; Generation X
 - Street People - More Applicable to Doral *Tendebia*
2. Camel has a higher share than in the general Marketplace. This was consistent in calls where we had the elements of presence/distribution and where we didn't *Brand loyalty more visible and where we're not. *Focus is in calls where we're not (Cocaine)*

- Haight Ashbury - 22.6% SOM - Not SOC
- Castro - 10.5%
- Downtown Metro - 7.90%
- Northern California Region - 7.70% (AIM 12/30/95-2/28/96)

Source: <http://industrydocuments.library.ucsf.edu/tobacco/docs/i1ck0098>



WWW.CAMEL.COM

CAMEL
MARIJUA

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

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

1225 Folsom St. 415.963.2329	401 6th St. 415.357.0627	399 9th St. 415.252.STUD
DETOUR 2348 Market St. 415.661.6053	LEXINGTON CLUB 3464 19th St. 415.863.2052	

All events are 21 or Older.

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

2000 San
Francisco
Pride
booth and
lounge
event

30 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method.
CAMEL TURKISHSMOKE

CAMEL
and
the bad juju lounge
present
gayPride
Sunday festivities
June 25th

Come on by after the parade and see what
surprises we have in store for you!
(We promise not to bite...)

1518 11th Ave.
206.709.9951

Join us for breakfast
before the parade.

Must be 21 or older.

**PLEASURE
TO
BURN**

SINCE 1913

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

June 22-28, 2000 THE STRANGER CALENDAR 95



2001 ad in
GLAAD
awards
programs

**LUCKY STRIKE PRESENTS:
SHOWS THAT WEREN'T NOMINATED.**



©2001 B&W T Co

Available in Filters and Lights.

Lights Box, 10 mg "tar", 0.8 mg. nicotine (av. per cigarette by FTC method).
Actual deliveries will vary based on how you hold and smoke your cigarette. For more product information, visit our website at www.brownandwilliamson.com

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

**LUCKY STRIKE
PRESENTS: SHOWS THAT WEREN'T NOMINATED.**

Partial Excerpt from *In Good Time*

Brent ushers his parents into his tastefully decorated living room. He sits them on the mission bench and perches in front of them on the antique steamer trunk/coffee table.

Brent: Mom, Dad, There's something I need to tell you. (His eyes start to water.) I'm... gay. I've known for a while, and it's... (Overcome, he can't finish.)

Mom: (Fearfully) Oh precious, I don't know what to say...

Brent: I'm sorry, I...

Mom: I can't wait to tell my chapter.

Brent: ~~That~~ chapter?!

Dad: Our proud parents of gays and lesbians chapter. Your mother's the outreach chair...

Brent: When did you join that?

Mom: (Tears beginning to dry.) When we realized you were gay. Remember that trip to San Diego and you were so fascinated by all the sailors...

Brent: That was 20 years ago. I liked boats.

Dad: It was 15 years ago and you liked uniforms.

Mom: Haven't changed much, either.

Brent: What do you mean by that?

Mom: Come on, Brent. That guy in the sailor suit you picked up at The White Party last year?

Brent: You two were ~~YOG~~ at The White Party...

Mom: You were so cute dancing around with your shirt off. Just a little FTL, dear, your six pack's looking a little like a two pack these days...

Brent: Oh God!

Mom: Where, there honey. Coming out to your parents is never easy. Would you like a brochure about it? I think I have a box of them at home.

WE'RE HAPPY TO SUPPORT GLAAD BY SPONSORING A SMOKING LOUNGE AT THIS YEAR'S DINNER.

PLEASE COME BY FOR A SMOKE OR A BREAK OR BOTH.



©2001 B&W T Co.

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

Reg. 14 mg "tar", 1.1 mg nicotine av. per cigarette by FTC method. Actual deliveries will vary based on how you hold and smoke your cigarette. For more and/or information, visit our website at www.bw.com



2001 GLAAD awards programs

WHENEVER SOMEONE YELLS, "DUDE, THAT'S SO GAY," WE'LL BE THERE.

Thank you, GLAAD, for allowing us to take part in such an important event.
We're proud to be all of this year's nominees.



©2001 B&W T Co. Available in Filters and Lights.

Lights: 15 mg. "tar", 0.9 mg. nicotine av. per cig. by FTC method. Cigarettes with a "tar" content of 15 mg. or less and a nicotine av. per cigarette of 0.9 mg. or less are labeled "light" or "mild." For more information, visit our website at www.luckystricketobacco.com

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



2003

Out Magazine and
The Advocate

**Additive-Free
Natural Tobacco**

For a sample **CARTON** of
America's Best Cigarette™
call: 1-800-872-6460 ext. 26000

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

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

© SPNTC 4
America's Best Cigarette™ is a trademark and Natural American Spirit® is a registered trademark of Santa Fe Natural Tobacco Company.
Offer restricted to smokers 21 years of age or older. Offer good only in the USA. Offer void in GA, IA, MA, MN, MT, UT, King County WA, WI and in any other location where restricted or prohibited by law or by SPNTC policy. Limit one sample carton per person per year (12 months).

2005

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

© 1999 N.T.C. Natural American Spirit is a registered trademark of Santa Fe Natural Tobacco Company.



2011

Lavender
Magazine

©2011 R.J. REYNOLDS TOBACCO CO.

BREAK FREE

TAKE PRIDE IN YOUR FLAVOR

Enjoy smoke-free, spit-free, drama-free tobacco that's packed in a pouch for great tasting, long-lasting anytime enjoyment.

Camel SNUS—the pleasure's all yours.

camelsnus.com*
*WEBSITE RESTRICTED TO AGE 21+ TOBACCO CONSUMERS.

WARNING: This product can cause gum disease and tooth loss.

Small text on the left edge of the ad: "habit... dical... and... creat... gory... they... times... roller... press... e with... stings... it... a new... vory... g... out... ste in... * This... trying... re the... pro... giving... ad for... best... i... substa... need... the... available... g... Next... some... so... 100... e... 100... ch... use... -heat... i... under... sign... any... know... steps... of... SEAL... and... that..."



Facebook 2014

 **NJOY**
June 2, 2014 · 🌐

Happy LGBT Pride Month from your friends at [NJOY!](http://www.njoy.com)
<http://www.njoy.com>



Like · Comment · Share · 🍷 7



2016





Direct mail
coupons
December
2016



“The ultimate stud...and maybe a great one-nighter”



Email
May 2021





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[Shop](#)

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Altria Group Inc.

HEADQUARTERS

Richmond, VA

CONTACT

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ADDRESS

6601 W. Broad St.
Richmond, VA 23230

[Map](#)

100

2021 SCORE

June 2021



Email
June 2021



PHILIP MORRIS
INTERNATIONAL



Changing Tides




- “They identified a group who is...more likely to smoke. And I don’t see anything unethical about it.”
- “Philip Morris paved the way for Subaru and all other companies to follow.”
- “Shouldn’t we in some way feel sort of, um, good about being a target market though? That means we are a market and are viable, and our dollar counts.”

ADVERTISEMENT

AMERICA'S BEST COMPANIES can't put a dollar value on diversity, but they recognize the importance of it nonetheless. They know there's inherent value in a workforce that reflects all the characteristics of the communities they serve. And they know that treating all customers with respect is good business and good corporate citizenship. The companies that follow illustrate many different approaches to diversity—some stress philanthropy, others focus on diversity in hiring, and others concentrate on understanding and meeting the unique needs of minority consumers. Whatever the approach, each of these companies has decided to demonstrate its commitment to gay and lesbian Americans by speaking directly to us in...

50 COMPANIES THAT CARE

The People of the Philip Morris Companies



The Philip Morris Companies, which include Kraft Foods, Miller Brewing, and Philip Morris U.S.A., are proud of our long-standing commitment to diversity. We believe that Philip Morris is strengthened by a diverse workforce. We are dedicated to creating and maintaining an environment where all employees can contribute creative ideas, seek challenges, assume leadership, and meet and exceed both business and personal objectives. Throughout our company, managers are held accountable for the diversity of their departments and business partners. To achieve or offering domestic partner benefits for 35 years, Philip Morris has sponsored sexual orientation anti-discrimination and anti-harassment policies, senior management recognition and support employee lesbian, gay and bisexual organizations. We have mandatory diversity awareness initiatives and training programs, which address sexual orientation. Philip Morris also has a 40-year history of contributing to non-profit organizations that make a difference in the communities where our employees live and work, including many within the gay and lesbian community. Over the last 15 years, we have been one of the largest corporate contributors to the fight against HIV/AIDS in the United States. Diversity is at the heart of what Philip Morris stands for as a company and corporate citizen.

For more information about Philip Morris, please visit our Web site at www.philipmorris.com.



LGBTQ+ Tobacco Use



Tobacco Use & LGB Communities

- 2.5x more likely to use tobacco products.
- Most smokers begin using tobacco before age 18.
- More likely to smoke menthol cigarettes.
- 5x more likely to never call a quitline.

Sources

1. <https://www.fda.gov/tobacco-products/health-information/tobacco-use-lgbt-community-public-health-issue>
2. <https://www.lung.org/quit-smoking/smoking-facts/tobacco-use-among-children>
3. <https://www.cdc.gov/tobacco/campaign/tips/resources/data/cigarette-smoking-in-united-states.html>
4. Florida Behavioral Risk Factor Surveillance System, 2017 & 2018 combined



Tobacco Use & Transgender Communities

- 35.5% current smoking rate.
- Uninsured transgender people were 4x more likely to be a current smoker.
- Transgender people have 3.5 times higher odds of past 30-day cigar use.



Sources

1. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5478444/>
2. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7291890/>



Vaping & LGBTQ+ Communities

- Over 1/4 of LGB youth are using electronic vapor products.
- Youth vaping has been labeled an epidemic by CDC.
- Black transgender youth are 6x more likely to vape.
- There is evidence that youth vaping leads to cigarette smoking or “dual-use”.

Sources

1. Creamer, M. R. (2020). Tobacco Product Use Among High School Students—Youth Risk Behavior Survey, United States, 2019. *MMWR Supplements*, 69. <https://doi.org/10.15585/mmwr.su6901a7>
2. https://www.cdc.gov/tobacco/basic_information/e-cigarettes/surgeon-general-advisory/index.html
3. <http://publichealthnewswire.org/?p=transgender-youth-e-cigarettes>
4. <https://www.cdc.gov/tobacco/campaign/tips/diseases/dual-tobacco-use.html>



Stigma

“

LGB people who experienced high levels of sexual orientation discrimination had a much greater probability of past-year cigarette smoking, any tobacco/nicotine use, and tobacco use disorder compared to LGB people who experienced lower levels or no sexual orientation discrimination.

”

-- *Sexual Orientation Discrimination and Tobacco Use Disparities in the United States. Nicotine & Tobacco Research (2017).*



Adding to the Problem

- We do not rate it as an important health issue.
- Epidemiologically it is our #1 health issue.
- We have less access to LGBTQ+ competent healthcare.



What's changed?

- Social media (Facebook, Instagram, Twitter, Snapchat, Tiktok)
- Video streaming commercials (Hulu)
- We're here, we're queer, and we're staying!



Recommendations



Recommendations

- Include LGBTQ+ people on your tobacco coalitions
- Have LGBTQ+ specific quitline, cessation, and prevention materials
- Remember that tobacco isn't at the forefront of our minds
- Reduce stigma and discrimination to improve health equity





References

1. Glissmeyer, G., Henry, L., Kintopf, A., & Brock, B. (2018). Glitter, Smoke, and Mirrors. In W. Swan (Ed.), *The Routledge Handbook of LGBTQIA Administration and Policy* (1st ed., pp. 144–155). Routledge.
<https://doi.org/10.4324/9781351258807-11>
2. Downs, J. (2020, March 22). *The Epidemics America Got Wrong*. The Atlantic. <https://www.theatlantic.com/ideas/archive/2020/03/role-apathy-epidemics/608527/>
3. *Boycott Marlboro*. (2016, February 29). International Center of Photography. <https://www.icp.org/browse/archive/objects/boycott-marlboro>
4. Litt, T. (n.d.). *ACT UP protests Marlboro and Jesse Helms*. T.I. Litt Photography. Retrieved June 15, 2021, from https://www.tlittphotography.com/image/10000xE8JXGco_CI
5. Ramirez, A. (1991, May 30). *COMPANY NEWS; Philip Morris to Increase AIDS Donations—The New York Times*. The New York Times.
<https://www.nytimes.com/1991/05/30/business/company-news-philip-morris-to-increase-aids-donations.html>
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<https://digital.library.unt.edu/ark:/67531/metadc916303/m1/1/>
7. Philip Morris. (1992, October). *Introducing Soft Pack Feel In A Box* [Advertisement]. *Genre Magazine*.
8. Philip Morris (1993, February). *Discover black & gold* [Advertisement]. *Genre Magazine*.
9. Stanford University School of Medicine. (n.d.). *Stanford Research into the Impact of Tobacco Advertising*. You've Come a Long Way, Baby. Retrieved June 15, 2021, from
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Thank you. For more information contact us at info@cancer-network.org.

PRIDE IN POLICY

- Menthol and Flavor bans
 - LGBTQ+ community disproportionately use menthol cigarettes
 - Many cities and a handful of states have implemented sales prohibitions
 - FDA has announced that it plans to ban menthol in cigarettes
 - Regulatory process could take A LONG time (at least a 2-5+ years before removed from shelves nationwide)
 - Doesn't address all flavors in all products
 - **Urgent! Continued advocacy for local prohibitions**



PRIDE IN POLICY

Pride Sponsorship policies

- Cigarette/E-cigarette companies targeting LGBTQ+ community at pride
- Adopting a comprehensive rejection of commercial tobacco sponsorship can protect the LGBTQ+ community



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