

# Leveraging Community Readiness for #TobaccoFreePride



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City of Milwaukee Tobacco-Free Alliance



*The City of Milwaukee Tobacco-Free Alliance is a multi-jurisdictional coalition, housed in the Community Advocates Public Policy Institute and funded by the Wisconsin Department of Health Services Tobacco and Prevention Control Program.*

# Overview

- Data on LGBTQ+ tobacco use in Wisconsin
- Community Readiness
- Current efforts



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#TobaccoFreePride

THE  
CITY  
OF **MKE**  
TOBACCO-FREE  
ALLIANCE

# City of Milwaukee Tobacco-Free Alliance



## 1. YOUTH PREVENTION

Reduce youth access to tobacco  
Prevent youth from starting smoking



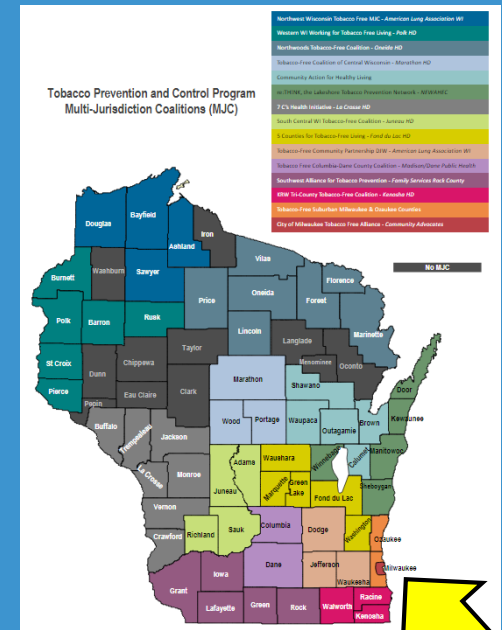
## 2. HEALTH EQUITY

Address tobacco-related disparities in the LGBTQ community and communities of color



## 3. SMOKE-FREE HOUSING

Eliminate exposure to secondhand smoke  
Promote the use of evidence-based quit methods



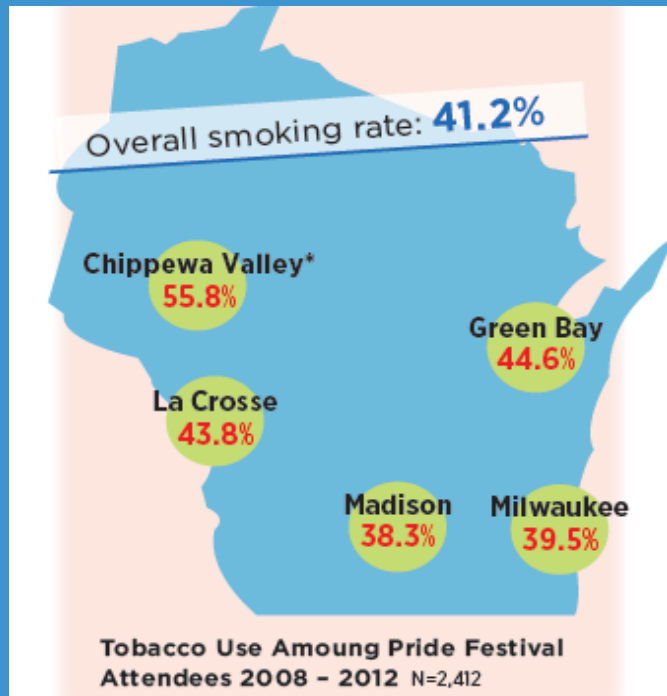
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# Overall smoking rate at 5 Pride Festivals



# 41.2%

Source: *Rm2Breathe* surveys administered by Diverse and Resilient.

Data analysis by Hui Xie, PhD Candidate, UW-Milwaukee and Bruce Christiansen, UW-Madison Center for Tobacco Research and Intervention

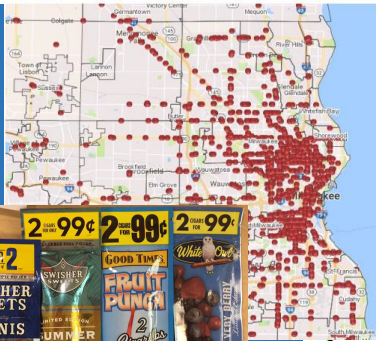
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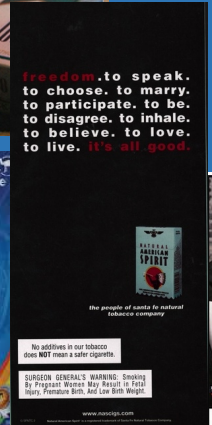
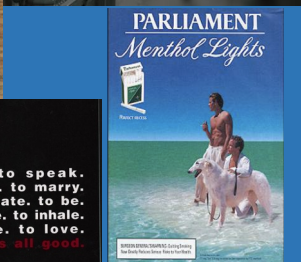
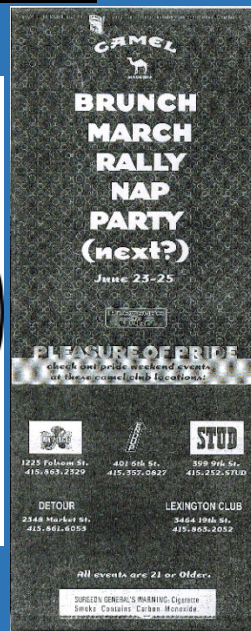
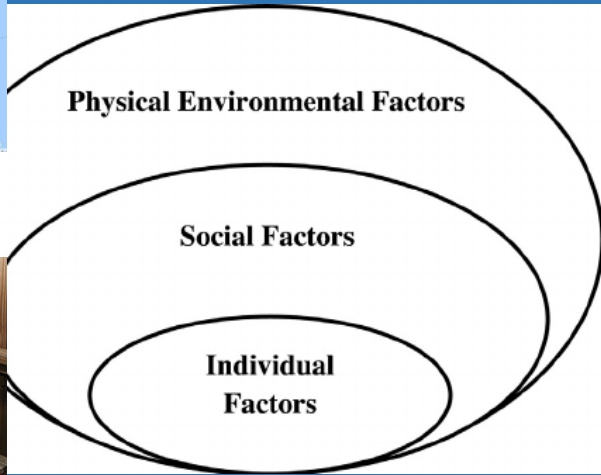


# Theoretical Framework: Social Ecological Model

Number of tobacco retailers in Milwaukee: 845



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

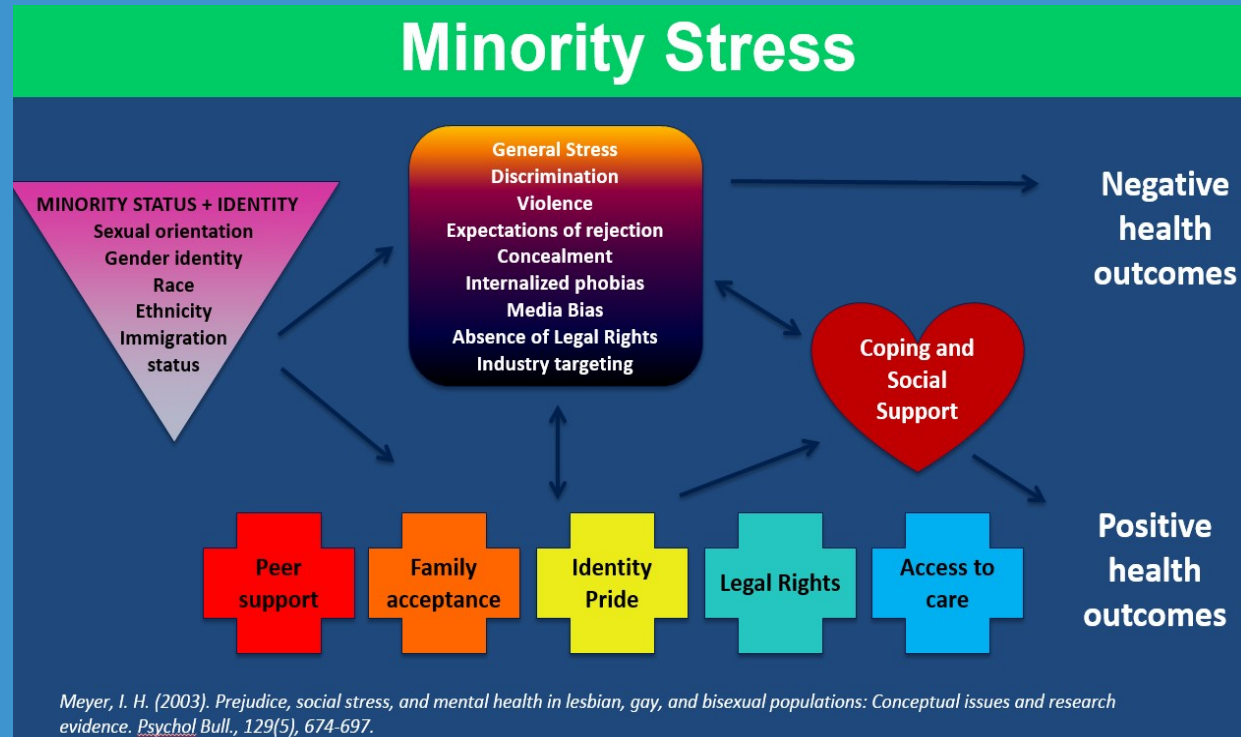


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# Theoretical Framework: Minority Stress



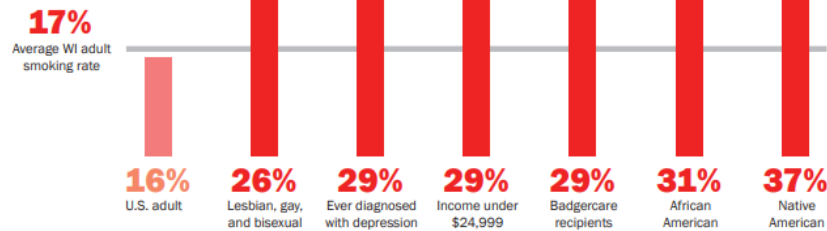
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# Theoretical Framework: Intersectionality

## Some populations use tobacco more than others



Reference guide available at  
<https://tinyurl.com/2018citations>

## Intersectionality

Introduced by legal scholar Kimberlé Crenshaw, intersectionality is a framework for understanding the ways that the multiple aspects of our identities intersect, influence one another, and compound to create unique experiences. The concept is regularly used to describe the ways that societal privilege and oppression is complicated by the different parts of our identity that are marginalized or privileged in society.

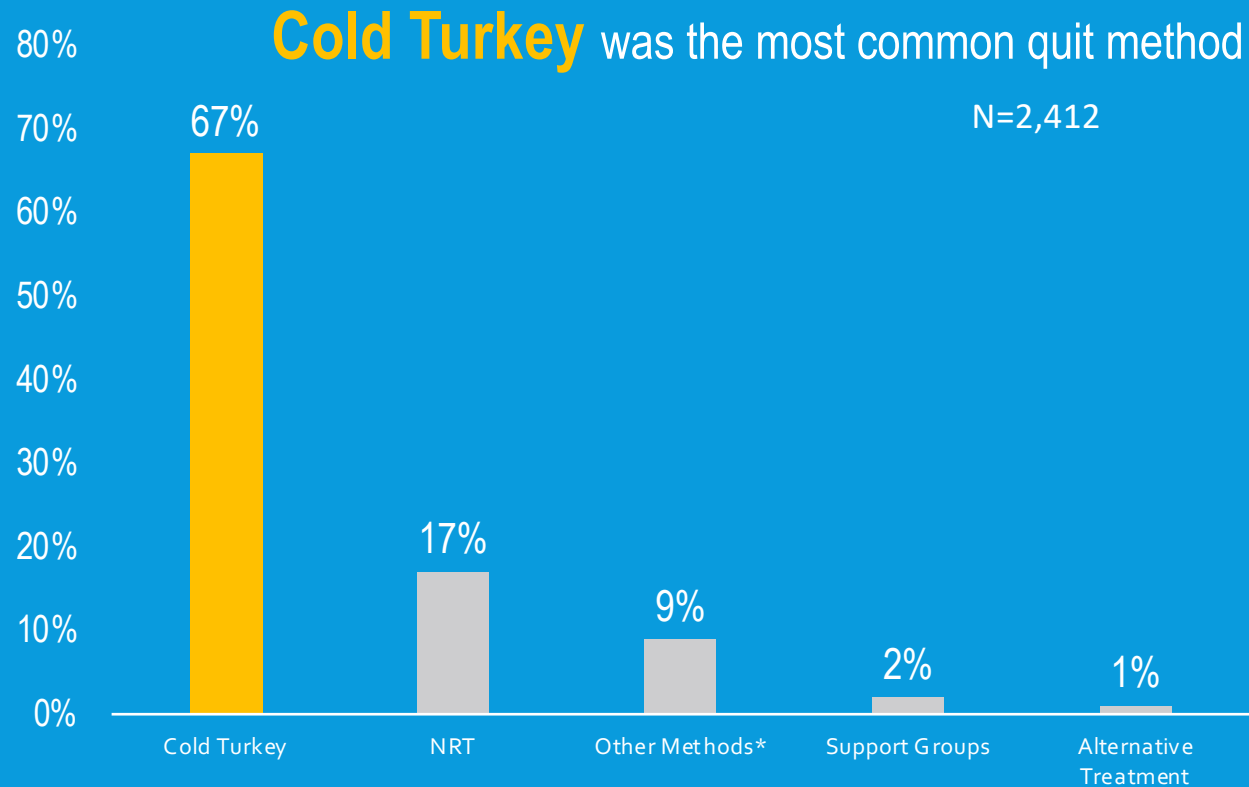


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# RM2BREATHE: LAST QUIT METHOD



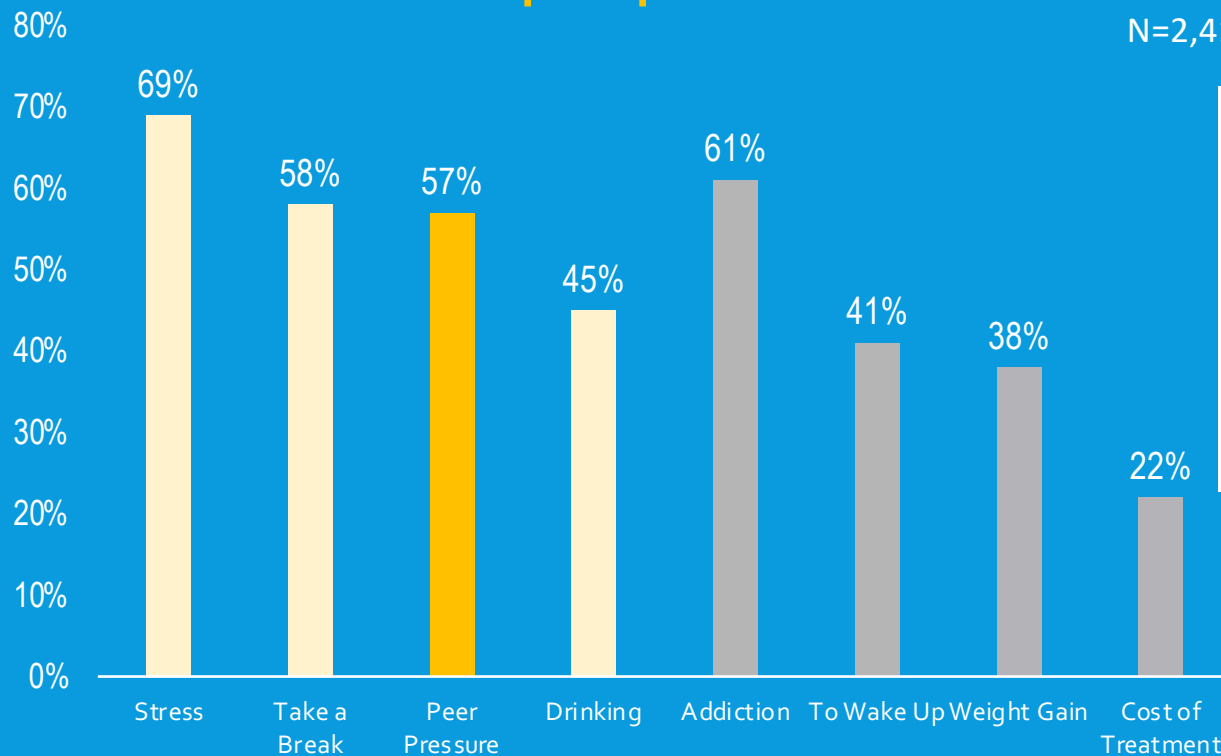
\*Other methods include: Chantix, prayer, pregnancy, and distraction (e.g. using straws, brushing teeth)



# RM2BREATHE: REASONS FOR RELAPSE

Over half said **peer pressure** caused them to relapse

N=2,412



## The Three-Link Chain of Addiction

Most smokers know they are addicted to cigarettes but they may not realize there are several aspects to this addiction. We call this the Three-Link Chain of Addiction.



### Physical Addiction

You get hooked on the nicotine in tobacco. When the nicotine level in your body gets low, you crave more.



### Social Addiction

You get hooked on the connections smoking helps you make with other people. You feel more at ease with a cigarette in hand.



### Mental Addiction

You get hooked on the feeling of smoking. The more you smoke in certain situations or when having a certain emotion, the more automatic it becomes to light up the next time you experience the same thing.

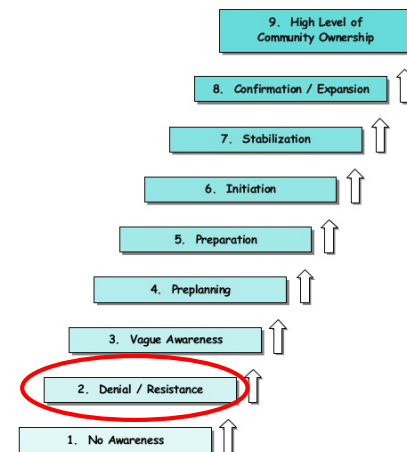
# Community Readiness Assessment

Overall Score: 2 out of 9

## Denial/Resistance Stage

*"It's a really popular thing, especially with the males. There's a lot of stress that comes with being part of the [LGBT] community, so aside from the recreational activity, using tobacco is a quick stress reliever."*

### Stages Of Community Readiness

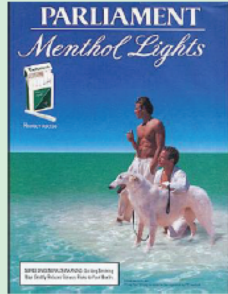


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# Menthol Targeting



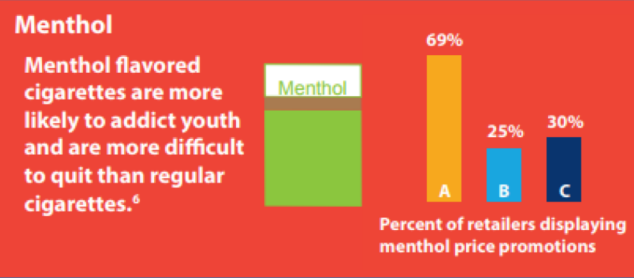
Ad from Out Magazine (2001) promoting the "House of Menthol." "Houses" have long been a form of LGBTQ social support and entertainment to fill a void when families of origin are unsupportive.

Ad from Out Magazine, 1994

"Kool is to develop programs which ingratiate themselves with the Black community. These programs are to show the makers of Kool as a community citizen, be back-fire proof and pave the way for supporting the brand"  
-Brown & Williamson, 1976



"We don't smoke that sh\*t. We just sell it. We reserve the right to smoke for the young, the poor, the black, and stupid."  
- RJ Reynolds, 1971

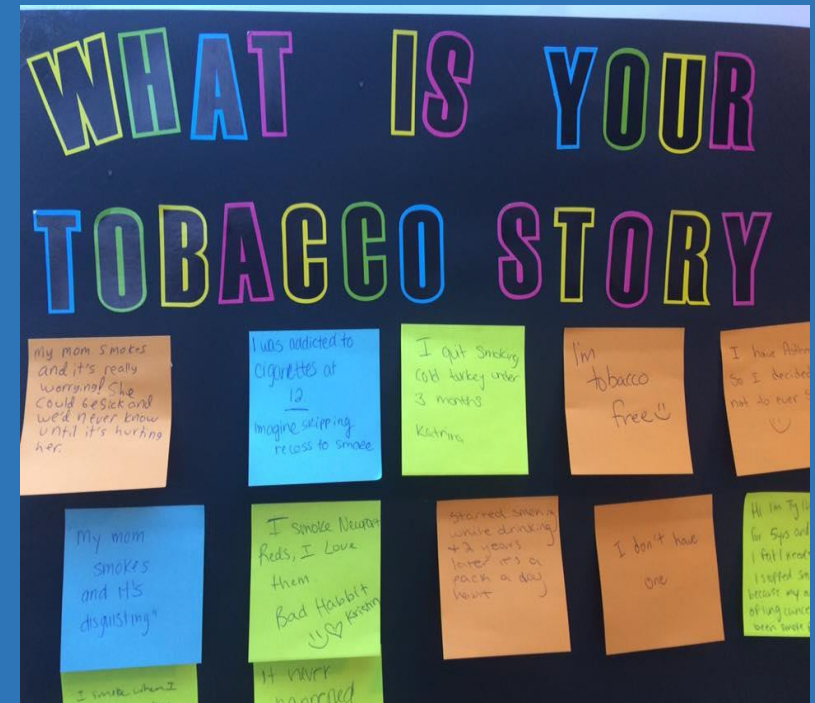


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# Current Efforts: Community



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# Partnership with Milwaukee Pride



## Milwaukee LGBTQ Community says "No Thanks, Big Tobacco!"

- LGBTQ youth in Wisconsin smoke at twice the rate of their peers.<sup>1</sup> Tobacco use is the leading cause of preventable death, and the LGBTQ community suffers a greater burden, with approximately 1 million LGBTQ cancer survivors in the U.S.<sup>2</sup>
- The tobacco industry has targeted the LGBTQ community using messages about pride, freedom, acceptance, and pleasure.<sup>3</sup> In the past they have provided financial support for Milwaukee PrideFest and in return were able to market cheap menthol cigarettes.
- This year, at the urging of twenty community partners, Milwaukee Pride has decided to follow the lead of Minneapolis, San Francisco, and other Pride festivals across the country by saying "No Thanks" to Big Tobacco! This is a huge step forward for a healthier community, and will prevent LGBTQ youth from starting smoking while creating a more supportive environment for adults trying to quit.



### Sponsors that replaced tobacco funding:



### Community partners that called on Pride to say "No Thanks, Big Tobacco!"

- ARCW
- American Cancer Society-Wisconsin Cancer Action Network
- American Heart Association-Milwaukee
- American Lung Association of Wisconsin
- Aurora Cancer Care
- Community Advocates
- Diverse & Resilient
- FORGE
- Komen Wisconsin
- Pathfinders
- Sixteenth Street Community Health Centers
- UMOS
- United Way of Greater Milwaukee & Waukesha County
- Greater Milwaukee Center for Health and Wellness
- Wisconsin Tobacco Prevention and Poverty Network
- Wisconsin African American Tobacco Prevention Network
- University of Wisconsin Center for Tobacco Research and Intervention
- Milwaukee LGBT Community Center
- Wisconsin Gazette
- Milwaukee Gay Sports Network

Sources:  
<sup>1</sup> Wisconsin Department of Health Services  
<sup>2</sup> <http://cancer-network.org/alliance-information/cancer-and-the-lgbt-community/>  
<sup>3</sup> Washington, M (2002). Burning love: Big tobacco takes aim at LGBT youth. Am J Public Health, 92(7).

#NoThanksBigTobacco

For more information, contact Anne Mohr, City of Milwaukee Tobacco-Free Alliance coordinator at: [amohr@communityadvocates.net](mailto:amohr@communityadvocates.net) 414-270-2948

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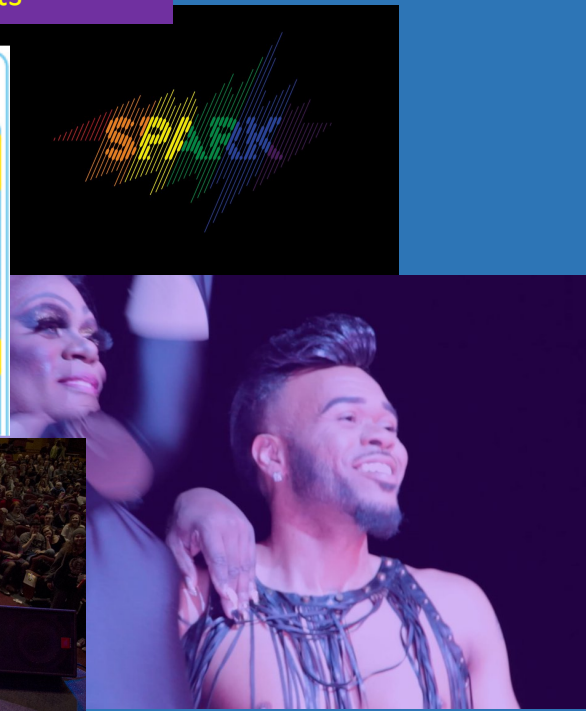


# Current Efforts: Youth Prevention and Outreach

For middle and high school students



For college students



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# Current Efforts: Storytelling + Visibility



**Call 1-800-QUIT NOW**

Smoking was part of my coming out story. Meeting new people, going to new places—picking up cigarettes was mixed into that.

I always loved to dance. When I could feel the difference in my endurance I had to say, ok, what's going on? It was a serious addiction for me.

Even when you relapse, don't let that be the end of your journey. Let that be an experience to reflect on.

**Call 1-800-QUIT NOW**

Mansell Infante Sam, Performer. Photo by Monstera Media

**Call 1-800-QUIT NOW**

I started working in a local gay bar in college and I picked up the habit from there.

I tried quitting but then something would trigger me to go back.

Having the Milwaukee Gay Volleyball Association helped me make a lifestyle change. It's a healthy activity and an opportunity to be with friends.

**Call 1-800-QUIT NOW**

Join the Milwaukee Gay Sports Network! Visit [milwaukee.gaysports.com](http://milwaukee.gaysports.com)

**Call 1-800-QUIT NOW**

The need for me to quit smoking came when I realized it was affecting my asthma.

I found my inner diva and she was my savior.

Not everyone is as fortunate as I was to quit cold turkey because smoking is an addiction.

If you want to live a fuller and healthier life, now's the day to do it.

**Call 1-800-QUIT NOW**

**THE CITY OF MKE TOBACCO-FREE ALLIANCE**

**Call 1-800-QUIT NOW**

Thinking of quitting? Make a Quit Plan! ▶

See the videos at [bit.ly/tobaccofreepride](http://bit.ly/tobaccofreepride)

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# Lady J's Story



<https://youtu.be/KAIHKD4oFfk>

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# Montell's Story



<https://youtu.be/1FAJsAtEkcw>

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# Meighan's Story



Families with #TobaccoFreePride

[https://youtu.be/AHW6h\\_nOCBs](https://youtu.be/AHW6h_nOCBs)

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# Syd's Story



<https://youtu.be/DZatex9sQHc>

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# Chris' Story



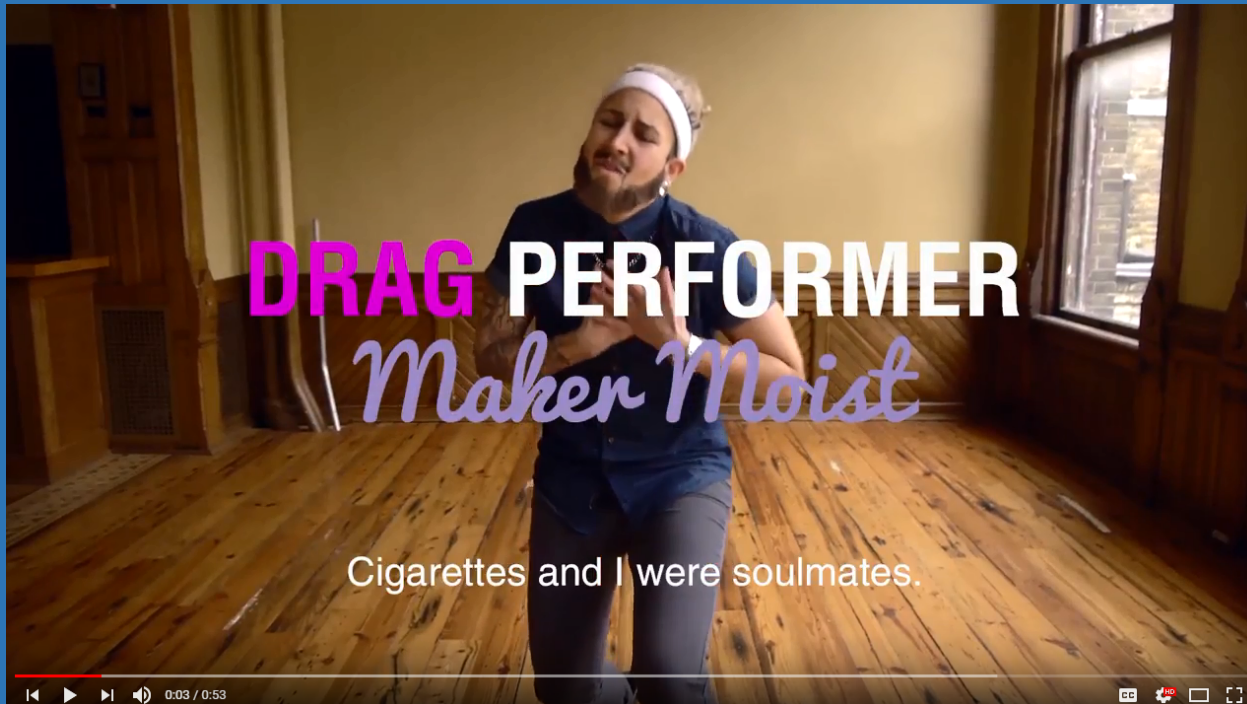
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[Bit.ly/tobaccofreepride](https://bit.ly/tobaccofreepride)

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# Maker Moist's Story



<https://youtu.be/1yHAszFs1pk>

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# Questions?

## Anneke Mohr

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