



You've Come A Long Way, Baby: Chicago Style

- Bitch to Quit:
 - Successes and Failures of Versions
 - Traditional and Innovative Partnerships
 - LBQ and LGBTQ efforts



You've Come A Long Way, Baby: Chicago Style

- LCCP (the Lesbian Community Care Project), a program of Howard Brown Health Center, has been providing smoking cessation support to Chicago's lesbian, bisexual and queer women since the early 1990's.
- Bitch To Quit was started in 2000 and created especially with LBQ women in mind.
 - Acknowledges upfront the difficulties of quitting smoking
 - Is playful and non-shaming
 - LBQ women's triggers
 - LBQ women's culture
 - Outreached through LBQ women's networks using volunteers and word of mouth



Howard Brown

You've Come A Long
Way, Baby:
Chicago Style

- Bitch To Quit 1.0:
 - Free Support Groups
 - Awareness Campaign
 - Matchbooks
 - Posters
 - Pluggers
 - BitchToQuit.com
 - T-shirts
 - Temporary tattoos

**STRIKE BACK AT
BIG TOBACCO**

BitchToQuit.com

773.561.4662
WE'RE HERE TO HELP

**FREE SMOKING CESSATION
WORKSHOPS
BY WOMEN • FOR WOMEN**

THE NEXT WORKSHOP BEGINS OCTOBER 3RD AT THE LCCP OFFICE
REGISTER TODAY BY PHONE OR ON OUR WEBSITE

BROUGHT TO YOU BY THE LESBIAN COMMUNITY CANCER PROJECT
4753 NORTH BROADWAY / CHICAGO, ILLINOIS 60640 / WWW.LCCP.ORG

GENEROUSLY SPONSORED BY THE CHICAGO DEPARTMENT OF PUBLIC HEALTH



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You've Come A Long Way, Baby: Chicago Style

- Outreach Campaign
 - Community Events
 - Media/Ads:
 - Bitch Magazine
 - Bust Magazine
 - N'Digo
 - Chicago LGBT Media:
 - Chicago Free Press
 - Windy City Times
 - Black Lines
 - En La Vida





You've Come A Long Way, Baby: Chicago Style

• Sisters Kickin' Butt 2002

Collaborative Partners:

- LCCP
- Affinity
- CDPH, LGBT Health
- Amigas Latinas
- Horizons

If you're just *thinking*
about **QUITTING SMOKING**
or supporting those who want to quit

Join us for the kickoff of the

**Sisters,
Kickin'
Butt**
SMOKING CESSATION
PROGRAM

April 4, 2002 from 6:30 - 8:30 p.m.

Affinity Community Services
5650 S. Woodlawn, Chicago

Featuring the Lucy Smith Quartet and Refreshments by
Taylor-Made Cuisine

View a special screening of a new public service announcement by
Sharon Zurek, director of the highly acclaimed film, **Kevin's Room**.

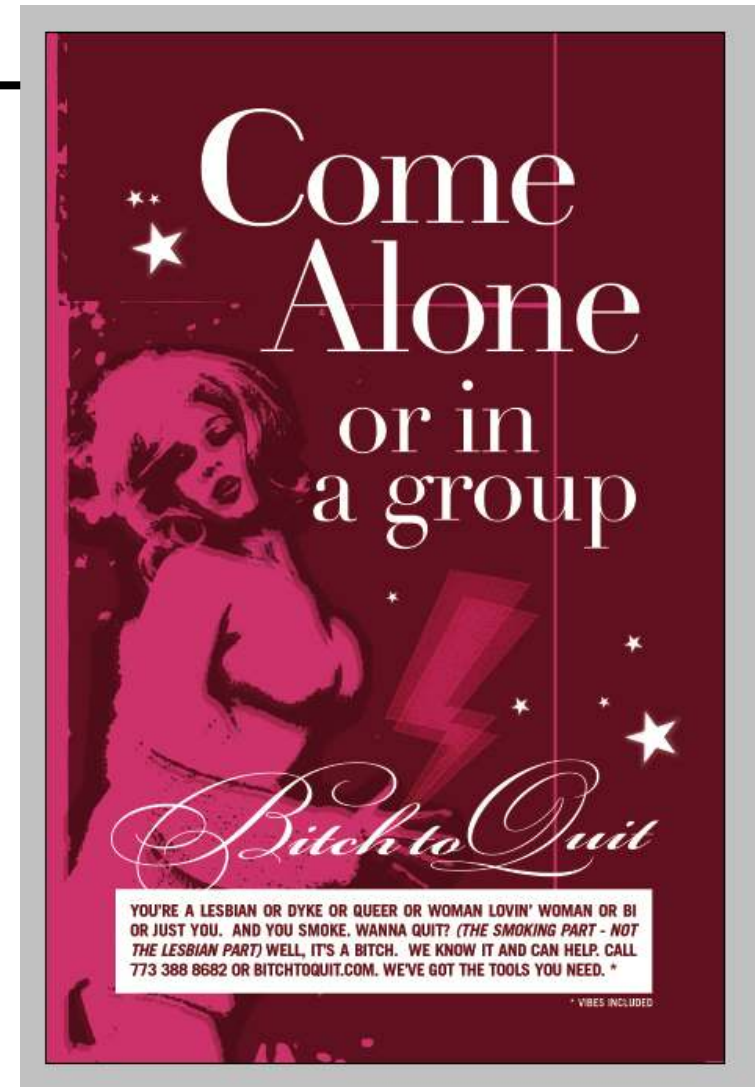
RSVP 773.561.4662, ext. 100

A project of the Department of Public Health, Office of Lesbian, Gay, Bisexual and Transgender Health and
the Lesbian Community Cancer Center Project, Amigas Latinas, and Horizon Community Services.



You've Come A Long Way, Baby: Chicago Style

- Bitch to Quit 2.0
 - Utilized LCCP's approach and Howard Brown's approach to smoking cessation support to create a group curriculum that recognized the wide breadth of our community.
- Two Modalities offered:
 - Free Support Groups
 - Free Drop-ins
- Outreach campaign:
 - Matchbooks
 - Stickers
 - Pluggers
 - Banner at events
 - BitchToQuit.com
 - MySpace





You've Come A Long Way, Baby: Chicago Style

- Queer The Air Campaign 2006





You've Come A Long Way, Baby: Chicago Style

- Queer The Air Campaign 2006:
 - Initiative to foster smoke-free LGBTQ community in Chicago – specifically in bars. Two populations targeted:
 - Individuals
 - Businesses
 - Awareness Campaign
 - Pluggers
 - QueerTheAir.com (event listings)
 - T-shirts
 - Pub Crawl
 - Event sponsorships



You've Come A Long Way, Baby: Chicago Style

- Bitch to Quit 3.0:
 - Sliding Scale LGBT Support Groups and Drop-ins
 - Smoke-free Illinois Law
- Outreach Campaign:
 - Posters (through bar partnerships)
 - Palmcards
 - Matchbooks
 - Ads
 - Websites & Blogs
- Media Garnered:
 - TimeOut Chicago
 - Chicago Free Press
 - Blogs

Baby, it's COLD outside

**Chicago is smoke free as of
01/01/08. Don't be caught
standing out in the cold.**

We know it's a bitch to quit smoking. We can help.

Call 773-388-8682 today
for more info about
Howard Brown's
Bitch to Quit smoking
cessation program
designed specifically
for the LGBT community.

BITCH
to **Quit**

Howard Brown's smoking cessation program

Partial financial support for Bitch to Quit provided by our community partners





You've Come A Long
Way, Baby:
Chicago Style

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- For more info:
 - BitchToQuit.com
 - HowardBrown.org

Hey, it's a bitch to quit!

Are you ready for the ban?
Quit smoking with Howard Brown Health Center

BITCH
to **Quit**

Howard Brown's smoking cessation program

Call 773-388-8682 today to sign up or visit www.howardbrown.org/bitchoquit
This program is designed specifically for the LGBT community.
Various program locations available

Partial financial support for Bitch to Quit provided by the
American Legacy Foundation and these community partners:



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