



# **Mautner Project**

## **The National Lesbian Health Organization**

### **THE MAUTNER PROJECT'S ANTI-SMOKING EDUCATION CAMPAIGN**

- Nationally, there are few, if any, anti-smoking campaigns targeting women; the “Delicious Lesbian Kisses” campaign is the ONLY national campaign specifically targeting lesbians over the age of 40. Older women in general are often left out of public health and anti-smoking messages, and older lesbians are virtually invisible. Empirical data clearly shows the benefits of smoking cessation at anytime during the life course. Aging populations have extra need for health services and, in the short run, older women are more at risk for serious complications from smoking and second-hand smoke than younger women. Older women who quit reduce their risk of many disabling conditions including stroke, heart and chest problems, and fractures. Despite living longer, non-smokers tend to have lower total health care costs. Smoking among older women deserves greater priority. Although younger women are more likely to smoke than older women, younger women do not smoke as heavily. Women 18 - 24 smoke an average less than 15/day compared with an average of 19/day for women 35 - 64.
- Little research has been done on the health effects of smoking on lesbian women.
- There are societal pressures placed on lesbians over 40 (homophobia and discrimination create little incentive to quit).
- Mautner will partner with other women’s health organizations and local departments of health to launch the ad campaign in the five cities.
- The advertising graphics developed by Dan Kaufman Graphics, Inc. will run in magazines, and will be posted in bars and health clinics in four cities: Washington, DC, Chicago, IL, Philadelphia, PA, and Phoenix, AZ.
- A Website to support the campaign will accompany the advertising and will include: information on smoking cessation and local smoking cessation programs, testimonials from lesbians over 40 who have quit health statistics and other information about the health effects of smoking.
- Through creative messaging and provocative artistic design, the campaign may be considered controversial, but the Mautner Project believes it will draw attention to the issue of smoking cessation.
- The “Delicious Lesbian Kisses” campaign is funded in part through a grant from the American Legacy Foundation.
- Partner Organizations include: Lesbian Cancer Project in Phoenix, Arizona, The Mazzone Center for LBGT Health & Well-being, and The SafeGaurds Project and LGBT Health Resource Center, both of Philadelphia, PA.