



**National L G B T
tobacco control network**
.....
www.lgbttobacco.org

LGBTQ communities smoke at rates 35-200% higher than the general population. However, states & national foundations have continued to notify us that they did not receive adequate applications for tobacco control work from LGBTQ organizations. Although state-level funding for LGBTQ tobacco control is more available, there is still a gap between the funders efforts and the LGBTQ community groups.

We have spent the last year focusing on this problem; talking to the community leaders and testing intervention strategies to build local LGBTQ applicant pools. We can help you solve this problem.

WHEN FUNDING LGBTQ TOBACCO CONTROL WORK IT IS IMPORTANT TO CONSIDER A FEW THINGS:

Many LGBTQ community members may not understand that there is a disparity.

You may need to work with LGBTQ organizations in less conventional ways.

Many states don't collect data on LGBTQs, so organizations may have to rely on national surveys.

ORIENTATION TIPS FOR THE LGBTQ COMMUNITY

The following are a few examples of LGBTQ organizations/groups you may find in your [state](#): community centers, health centers, faith-based organizations, state equality organizations, LGBTQ specific media. Most of these organizations need help seeing how tobacco control can fit in with their mission. But fighting Big Tobacco is something all LGBTQ organizations can get involved with.

LGBTQ communities are not a monolith. It's inherent diversity of culture is incorporated and will impact tobacco control interventions. There may be differences in acceptability of smoking among African American versus Asian American LGBTQs. For example, an organization we interviewed said, *'Among Asian Americans tobacco use is very prevalent. It is tied to cultural backgrounds. Chinese, smoke a lot. A lot of Asians smoke. It is part of the culture. So there is a hesitancy to tell people not to smoke. That hesitancy is part of their culture as well – you don't want to get in people's business.'* Cultural differences are important to recognize.

Tobacco is not typically a priority issue for LGBTQ communities. One organization we interviewed said, *'[Tobacco is] not a huge issue in the LGBTQ community. The demand [for tobacco programming] is not high enough'* and another said, *'Don't think anyone would show up for the [tobacco control] activities'*. So in addition to not understanding the disparity, there is also a history of not prioritizing it.

Collaboration with community-based organizations (CBOs) will form the cornerstone of the intervention proposed to address missed opportunities for LGBTQ tobacco funding. Community-based organizations are the experts on LGBTQ behavior change, so **to reach LGBTQs, funding CBOs is critical**. The LGBTQ communities have built up a large infrastructure of social, political, and health organizations; these organizations have spent years building expertise in creating community change on many levels. Funding programs at these organizations represents the best value per dollar invested into LGBTQ tobacco change.



[LGBTQ'S and Tobacco: A Bit of History](#)



[State Best Practices](#)

START TO TACKLE THE PROBLEM

Community Based Organizations (CBOs) need **training**. Organizations that are interested in bringing tobacco programming to their community are often unaware of how to go about doing so. Also training and education on tobacco control will build your applicant base. Provide local, regional, or statewide training to educate. LGBTQ leaders we surveyed said they would be interested in attending a training and indicated the following as characteristics that would make the trainings more accessible: **Length**: a half day training would be better than a full day training. **Location of training**: Respondents remarked that a training that would require limited travel time, would increase accessibility and attractiveness of the training. **Incentives**: Many felt that the availability of food at the training created a space that is hospitable and pleasant for participants.

Community-Based Organizations often do not have access to model programs, which could be especially important if they are unsure how their mission can include tobacco control work. **Here are a few examples:**

The Mautner Project offers a wide range of services and integrated a very successful social marketing campaign, [*Delicious Lesbian Kisses*](#). Although the *Delicious Lesbian Kisses* marketing may not work for all subpopulations within 'LBT', it is a great example of an organization who knew their community.

If you are a LGBTQ organization that treats HIV+ patients, you could suggest integrating tobacco programming and looking at wellness beyond HIV. The [LGBT Community Center](#) integrated a great cessation program. They found that a face to face provider service was critical in a cessation program. Encourage any organization to decide up front how extensive their services will be based on their community and always suggest that they implement trainings for their facilitators.

The [California LGBT Tobacco Education Partnership](#), a non-health organization, integrated this important social justice issue too. They were critical to the nation's first tobacco - free pharmacy ordinance in San Francisco. This ordinance effectively cleared the shelves of cigarettes and other tobacco products in the city's drug stores. Encourage social justice organizations in your state to build on their current strengths. This objective made sense for the San Francisco community and it may make sense for urban (or rural) areas in your state.

As a non-profit social service agency serving a highly marginalize population, the [Sexual Minority Youth Resource Center](#) is always seeking ways to access funding. SMYRC already operated drug and alcohol free programming to serve youth but tobacco prevention programming began as the result of "chasing" accessible funds. Breathe Free, a program of SMYRC, is specifically dedicated to reducing LGBTQ tobacco use in Oregon through education and advocacy.

The [LGBT Community Center of Metropolitan St. Louis](#) offers support groups, film screenings, even LGBTQ friendly legal referrals. But they're also involved in tobacco control. The Executive Director became aware of tobacco being a large issue in LGBTQ communities and began to learn more, particularly through national LGBTQ conferences. In 2008, they received a grant to put on the Breathe In' Good Project at Pridefest St. Louis.

The [New Mexico Media Literacy Project](#) works to cultivate critical thinking and activism in our media culture to build healthy and just communities. NMMLP receives funding from the New Mexico Department of Health's Tobacco Use Prevention & Control Program to provide health education and tobacco prevention programs to New Mexico residents. NMMLP also collaborates with [Stop Tobacco On My People \(STOMP\)](#) to plan statewide LGBTQ tobacco awareness campaigns and presentations using examples of pro-tobacco media messages targeting the LGBTQ community.

The [Covenant House in West Virginia](#) features a Drop-In Center, which is a day shelter providing respite for those living on the streets. Covenant House provides them with free shower and laundry facilities, first aid, health education, medical referrals etcetera. But they also recognized that health is of supreme importance to quality of life, so they applied and received funding from West Virginia Division of Tobacco Prevention. Covenant House's initiative has a special focus on LGBTQ tobacco users in WV. Check out their TV [commercial](#) currently running during Ellen and Oprah.

These are just a few examples of how most LGBTQ organizations can incorporate tobacco control programming into their current mission.

DESIGNING THE RFP

- LGBTQ organizations do not presume that 'LGBTQ' is included if it is not specifically mentioned as a priority population. Let LGBTQs know this funding is available to them.
- Make the RFP simple. Many LGBTQ organizations do not have the funding to pay for a grant writer. The primary people working on the application may be volunteering their time.
- Many LGBTQ organizations have a difficult time seeing how tobacco control could be integrated into their current programming, specially those with a non-health mission. Provide them with a range of examples of programs you have funded. In addition, many think tobacco control **always** means cessation. **And if they're not a health group, they may not even think to apply.** By providing a range of example programs, organizations are able to see how tobacco control can fit into their organization's mission. Many organizations have limited personal and financial resources, so incorporating tobacco control into existing programs is often more feasible then getting something new started. A few ideas:

Do they **run an alcohol addiction group** for LGBTQs? Then you could suggest they organize a tobacco & alcohol free Pride event.

Does your state not collect LGBTQ data yet? Why not fund them to **survey LGBTQs at their local Pride event**? Suggest they add questions about tobacco use.

Are there LGBTQ equality groups working with politicians in your state? If so, they can ask those politicians to sign a pledge to not take money for tobacco companies.



[PowerPoint on LGBTQ Anti-Tobacco Money Pledge](#)

- Ensure that the funding matches the capacity. Tune funding to the realities of the groups being funded, allow a portion of funding to go for infrastructure, provide technical assistance as needed, and avoid funding gaps that can destabilize hard won momentum. Consider the following:

Is the amount sufficient to do the work? For example, 5-10k may not be enough to do a smoking social marketing campaign for the entire LGBTQ community in an urban area.

For a region that does not have many organizations, an urban community center, or relies on volunteers and part-time staff - an award of over 100k may seem overwhelming. In one state, we were told they offered organizations 100K for tobacco control. However, that was larger than every LGBTQ organization's budget in the state.

PROMOTING THE RFP

Doing standard RFP promotion, does not reach LGBTQs. Often LGBTQ community organizations are not "in the loop" for funding announcements. They're not monitoring governmental RFAs because there may not be a history of that funding encompassing their work. So research LGBTQs in your state and find out how they circulate their news (i.e. e-newspaper, local newsletter, blogs, tweets, facebook, word of mouth). If they're not on your radar, you're not on theirs. To ensure that LGBTQs don't miss these funding opportunities:

Advertise in LGBTQ media

Call heads of LGBTQ organizations. Make **direct contact** with the [organizations](#) in your state.

Consider reaching out to other departments in the state that have existing ties with the LGBTQ communities (i.e. departments that do HIV work).

WHICH SCENARIO IS THE MOST FEASIBLE FOR YOUR STATE TO ENGAGE LGBTQS?

Community Engagement during RFP development:
BEST

Community Engagement Post-development, but Pre-release:
BETTER

Community Engagement after RFP release:
GOOD

Release RFP without any Community Engagement:
NOT GOOD

As a result of research & testing this past year, the following are our suggested Tips and Tools on how to find, reach, & build the best applicant pool.

COMMUNITY ENGAGEMENT DURING RFP DEVELOPMENT

TIPS

Include LGBTQ community members in policy planning and RFP creating steps. Ideally, you want to know your community and make the RFP responsive to their needs.

Suggested Best Practices

- Create statewide disparities plan that is developed with guidance from community representatives.
- Continue to engage LGBTQ leaders in ongoing policy planning efforts.
- Acknowledge that the knowledge and experience of the representatives is valuable.

Establish cultural competency standards. LGBTQ community members often carry memories of adverse experiences with government officials or healthcare providers.

Suggested Best Practices

- Adopt and promote non-discrimination policies that encompass LGBTQs.
- Routinely train state and quitline staff in LGBTQ cultural competency.

TOOLS WE'VE IMPLEMENTED

The following tools can be implemented by the Network or local LGBTQ organizations:

Full Day Community Education & Feedback

During this scenario it is ideal to convene LGBTQ leaders in your state - talk to those who have first hand experience in order to understand LGBTQs in your area. Community feedback is critical to know what type of tobacco control program would be constructive and sustainable. It would also be appropriate at this time to educate the community about the health disparity and how tobacco can be incorporated into their mission.

Cultural Competency Trainings

We highly recommend that you build a strong foundation by doing a cultural competency training with your staff.



[LGBTQ Cultural Competency Presentation](#)



[How to reach LGBTQs](#)

COMMUNITY ENGAGEMENT POST-DEVELOPMENT, BUT PRE-RELEASE

TIPS

Your RFP is already crafted, but you'd like the community to be prepared to respond and you are not sure how to reach this population.

Suggested Best Practices:

- Build leadership on tobacco through training and mentoring individual key influencers from the LGBTQ communities.
- Provide example programs or applications to assist newbie grant writers.
- Contact national LGBTQ organizations to get contact information for LGBTQ organizations that may be in your state.
- If group trainings are feasible, encourage collaborations and partnership among local organizations. This may increase capacity for service provision.



[National Gay & Lesbian Task Force](#)
[Gay Yellow Pages](#) (Listed by State)
[CenterLink](#)

TOOLS WE'VE IMPLEMENTED

The following tools can be implemented by the Network or local LGBTQ organizations:

Community Training

During this scenario, there would be time to conduct a community-wide training and provide technical assistance to prepare LGBTQs to respond to the RFP. For local funding these trainings could be done regionally throughout the state.

If needed we are also able to accommodate your needs remotely. Through our three part online training, we orient LGBTQs to your specific funding opportunity, prepare them for grant writing, and assist those interested in one-on-one technical assistance throughout the application process.

COMMUNITY ENGAGEMENT AFTER RFP RELEASE

TIPS

The deadline is approaching and there are no LGBTQ applicants.

Suggested Best Practices:

•Although this is less than ideal still make the effort to get the word out at the last minute. In one state we were able to rally 4 LGBTQ applicants within 2 weeks of the extended application deadline.



[Our directory lists LGBTQ tobacco experts by region and location](#)

TOOLS WE'VE IMPLEMENTED

The following tools can be implemented by the Network or local LGBTQ organizations:

Multi-pronged Outreach

During this scenario it will require quickly reaching out to the community through email, telephone, facebook, twitter, and local LGBTQ media outlets. Check in with us (or other national organizations) and we can get the word out to LGBTQ organizations in our Network. Our experience has shown that a multi-pronged approach (mail+ email+ phone call) in this case gets the most applicants.

RELEASE RFP WITHOUT ANY COMMUNITY ENGAGEMENT

TIPS

If the application deadline arrives and there are no LGBTQ applicants, consider extending the deadline. If that is not possible incorporate the following:

Suggested Best Practices:

- Tailor a subset of promotional and quitline materials to LGBTQs to reach the population that way.
- Be thinking ahead. Design a plan to reach this population during future funding opportunities.

TOOLS WE'VE IMPLEMENTED

The following tools can be implemented by the Network or local LGBTQ organizations:

Queer friendly Quitline

Make your quitline LGBTQ friendly. Add a sexual and gender minority question, train your quitline staff to help this population specifically, and design a subset of promotional materials for LGBTQs.



Queer friendly [quitline poster](#)



Ask a [sexual orientation and gender minority question](#) at the time of registration

No matter what scenario your state may face, our objective is simply to get competitive LGBTQ organizations to submit applications. Our abundant [online resource library](#) gives you access to best practices, counter marketing ads, and LGBTQ specific quitline posters to name a few. All of our resources are designed to assist in outreach and education for this population.

CONTACT US: LGBTQTOBACCO@GMAIL.COM 617.927.6451

JOIN OUR DISCUSSION LISTSERV:

[HTTP://WWW.LGBTTOBACCO.ORG/](http://WWW.LGBTTOBACCO.ORG/)