

LGBTQ+ TOBACCO USE IN WISCONSIN

Dealing with Denial and Resistance

Presented by the City of Milwaukee Tobacco-Free Alliance LGBTQ+ Work Group

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Background

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The City of Milwaukee Tobacco-Free Alliance is a coalition funded by the Wisconsin Department of Health Services focused on the following:

SMOKE-FREE HOUSING

Eliminate exposure to secondhand smoke and promote the use of evidence-based quit methods.

YOUTH PREVENTION

Reduce youth access to tobacco and prevent youth from starting smoking.

HEALTH EQUITY

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

Overall smoking rate: **41.2%**

Chippewa Valley* **55.8%**

Green Bay **44.6%**

La Crosse **43.8%**

Madison **38.3%**

Milwaukee **39.5%**

Data

Rm2Breathe was a statewide LGBTQ smoking cessation program funded by the Wisconsin Partnership Program from 2008-2012 based on a program for gay men in the UK. In addition to cessation groups, surveys were conducted at Pride festivals in Milwaukee, La Crosse, Green Bay, and Chippewa Valley. Limited participation in the groups led to a community readiness assessment in 2014, which found that the Milwaukee LGBTQ community was in the Denial/Resistance phase when it came to addressing tobacco use.

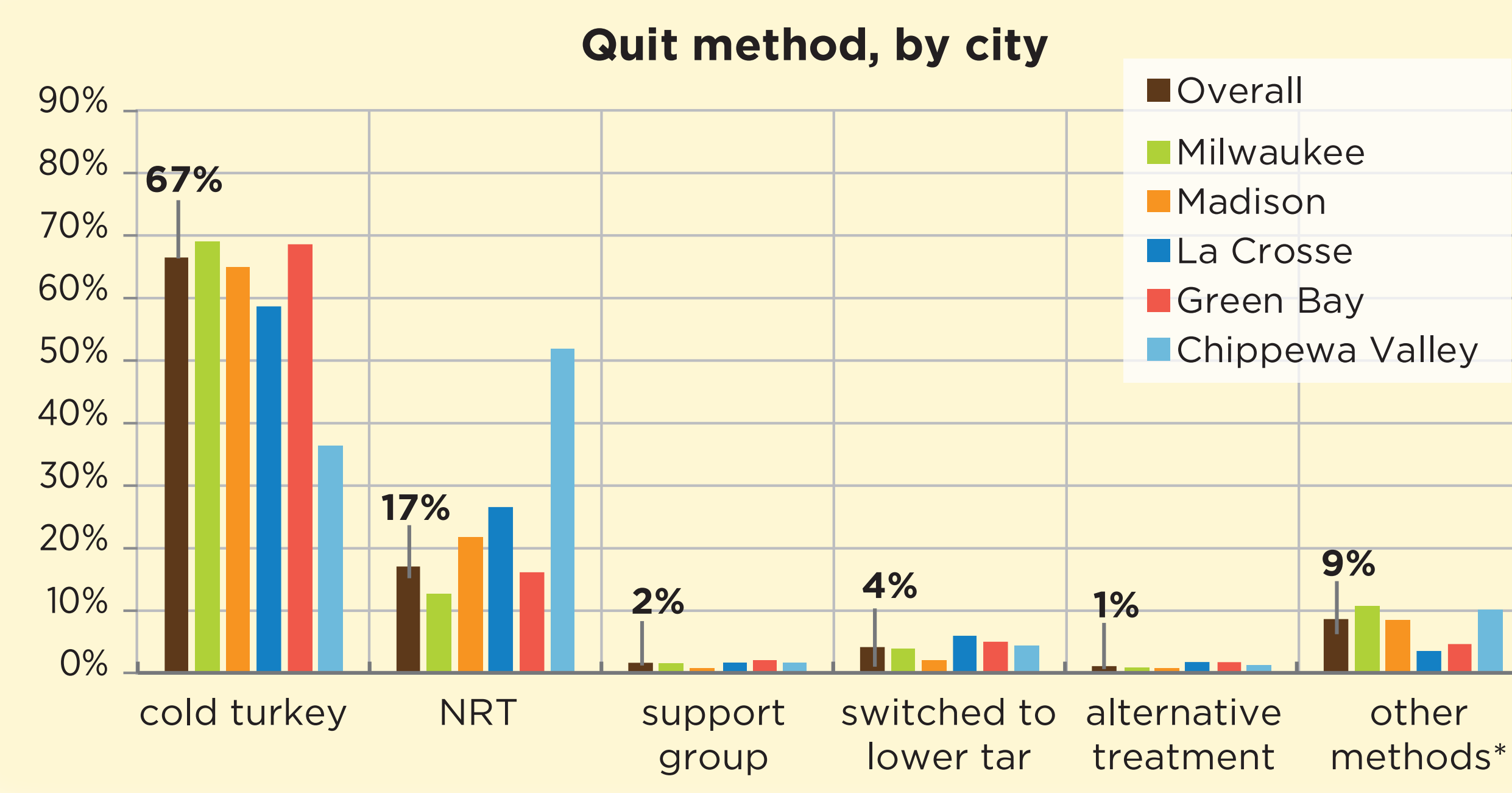
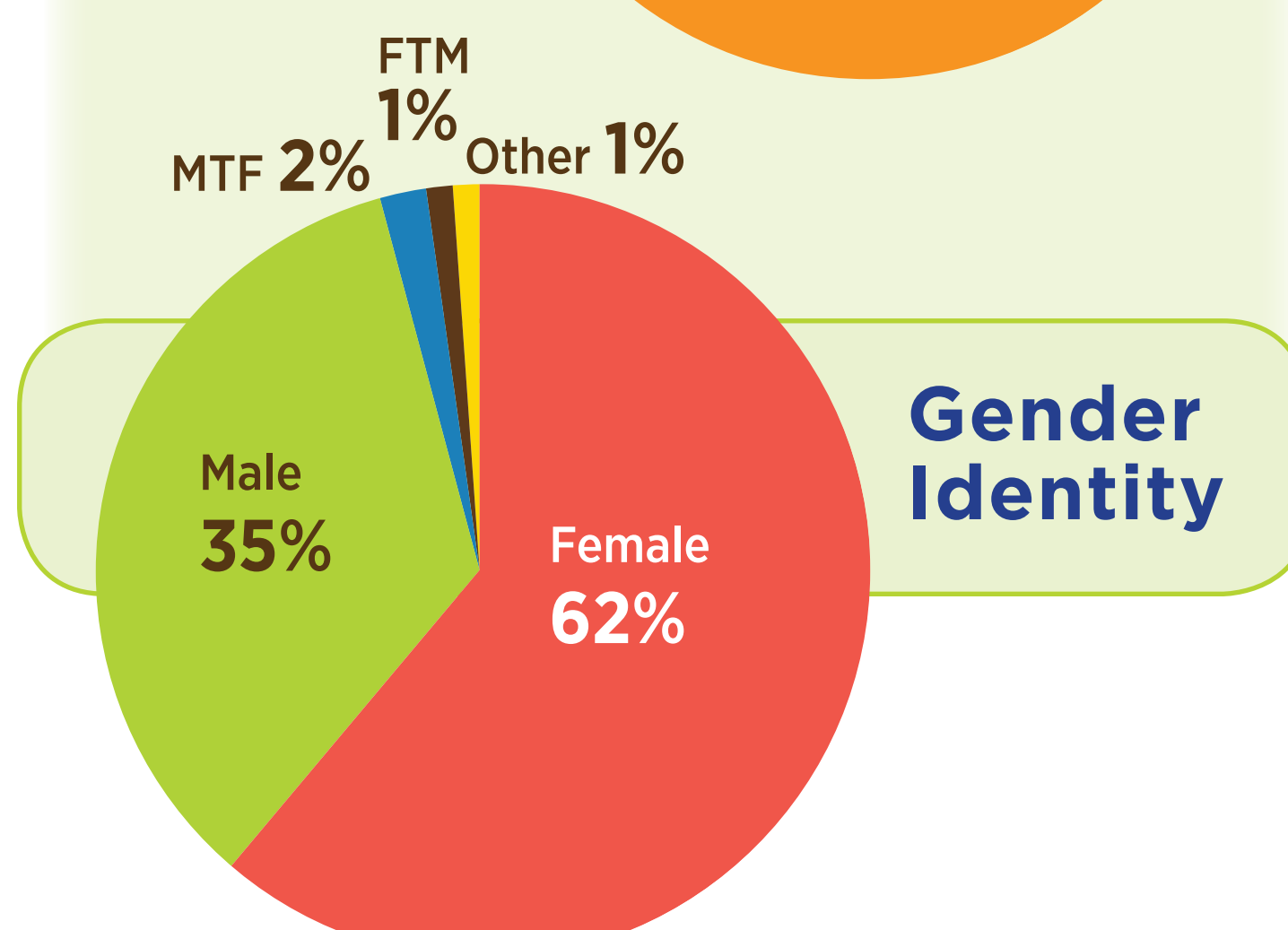
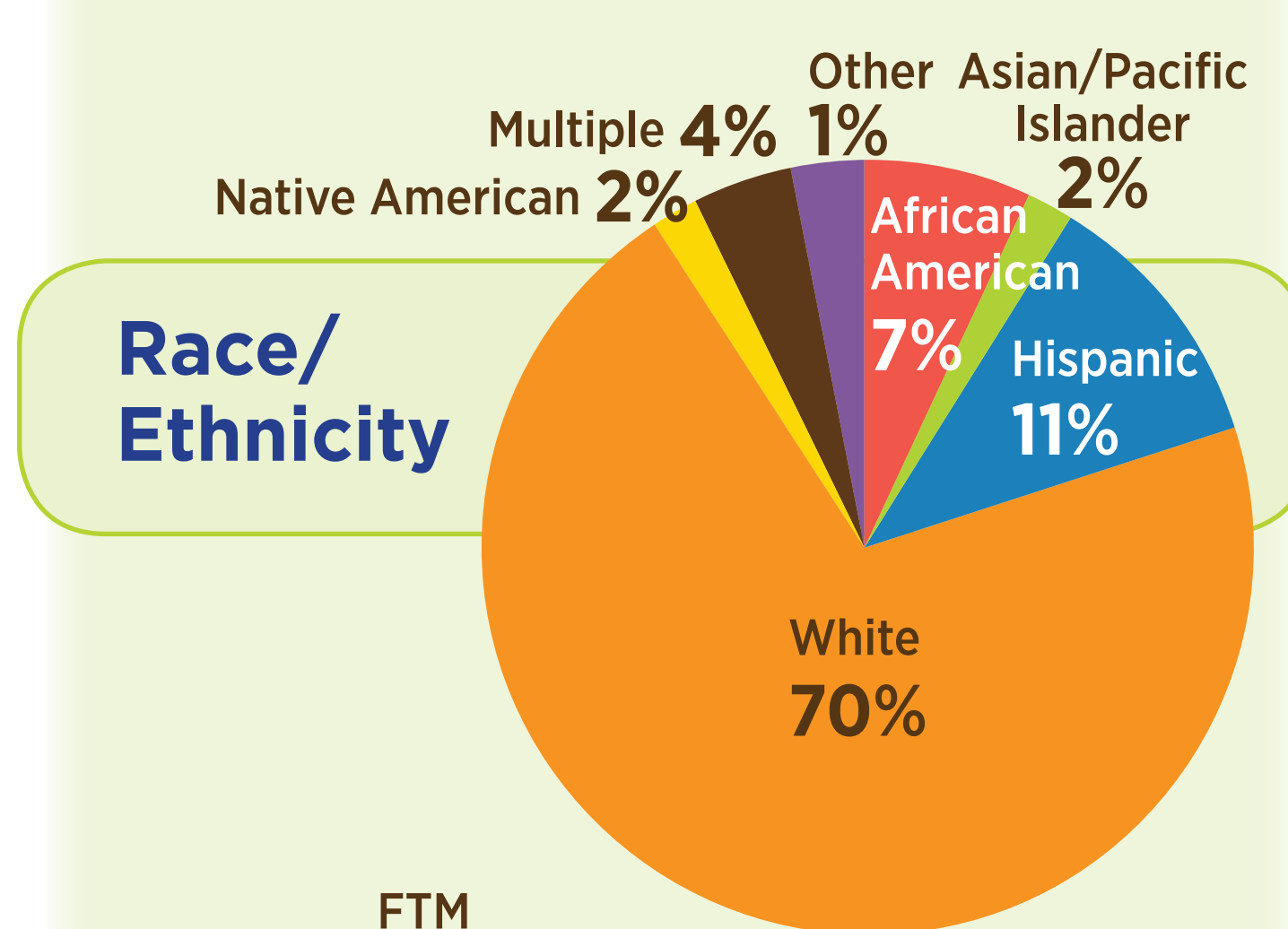
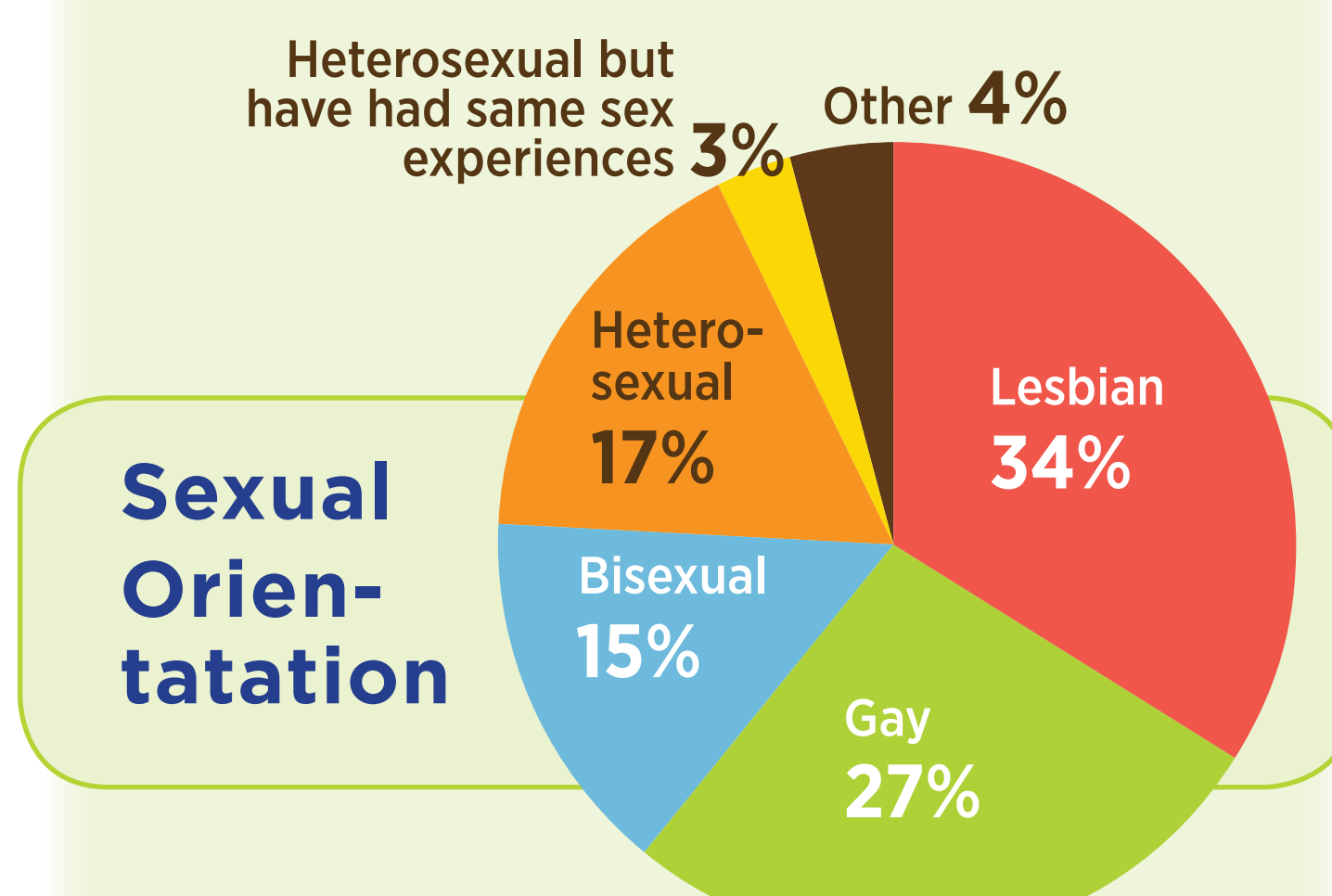
3 Key Takeaways:

1 **41.2%** were current smokers.

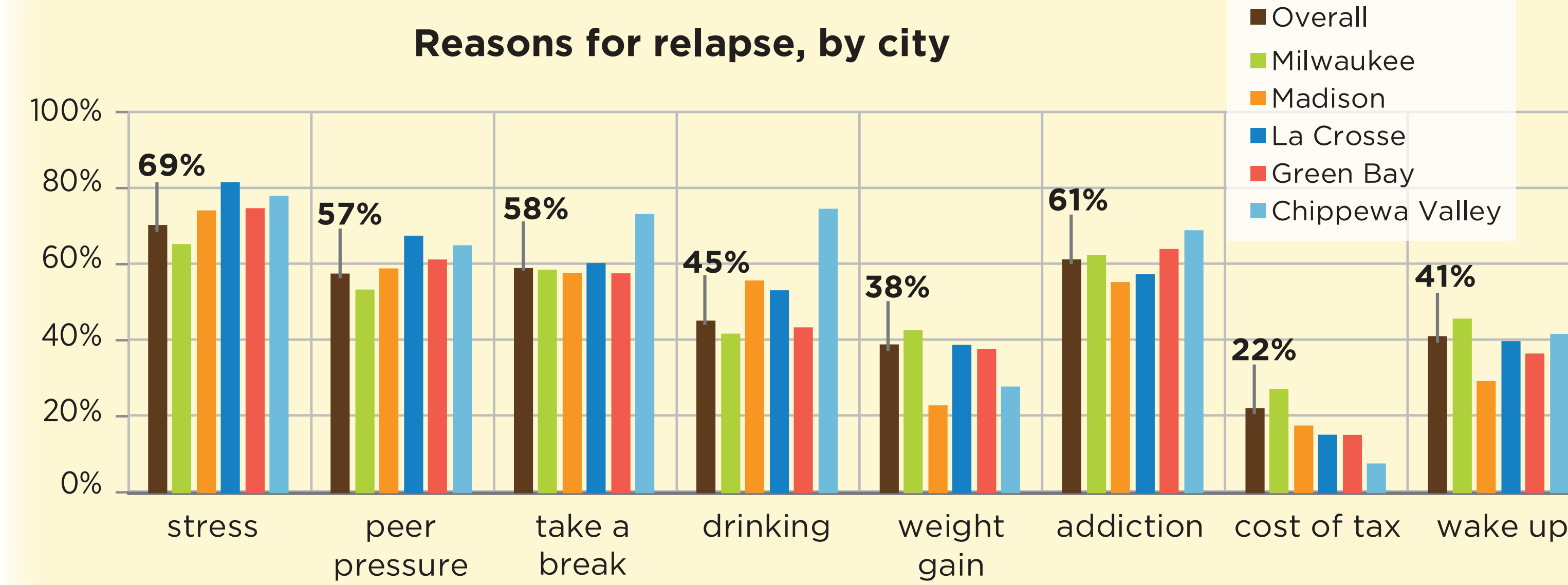
2 **Cold turkey** was the most common quit method.

3 Over half said **peer pressure**, caused them to relapse after a quit attempt.

Rm2Breathe Pride Festival Survey Respondents, 2008-12



*Responses for "other methods" included Chantix, Zyban, prayers, pregnancy, used straws, brushed my teeth.



* Chippewa Valley had a small sample size (24 current smokers) compared to the other cities, so the validity of those data points is limited

Action

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 milwaukeegeaysports.com

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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.

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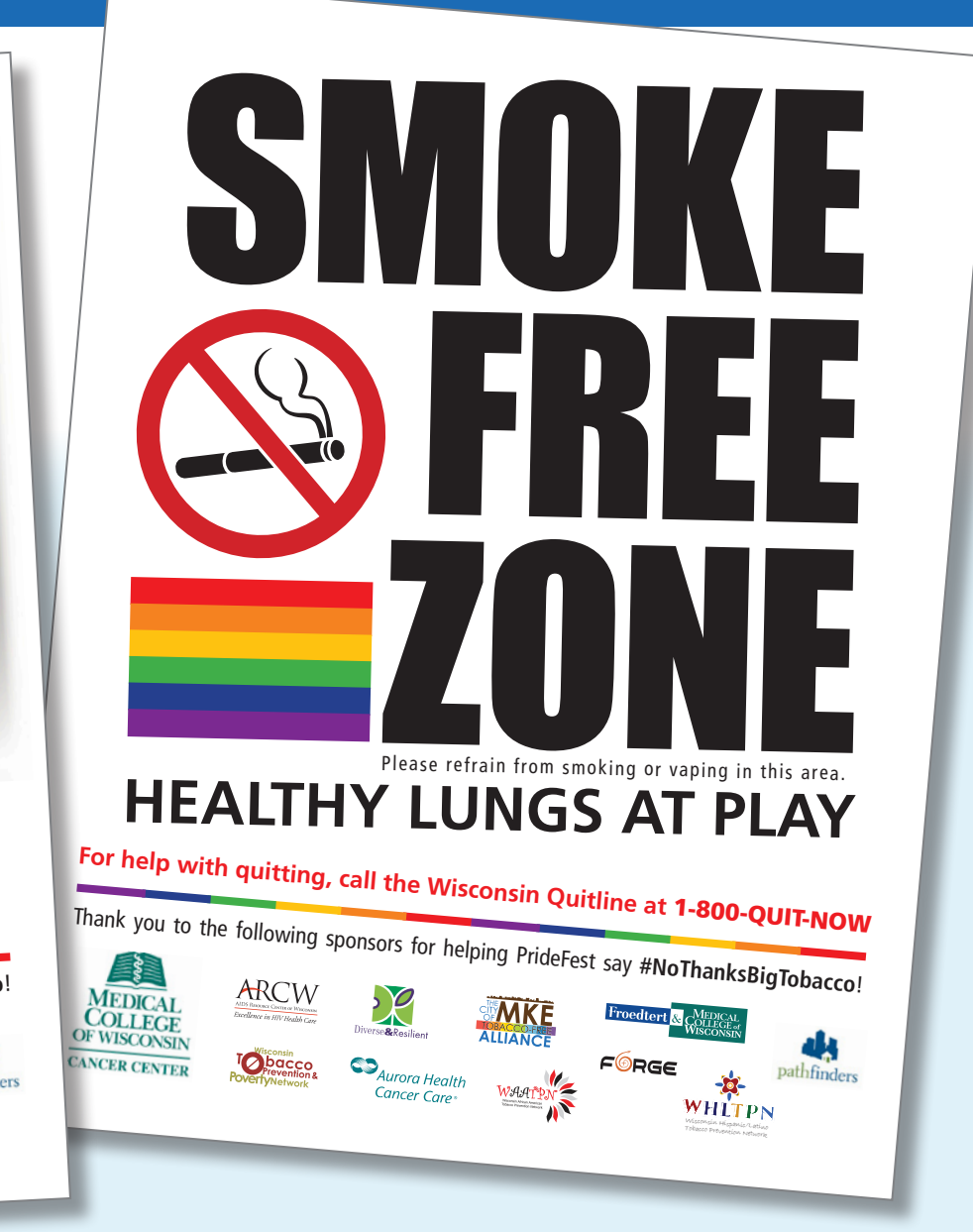
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Current and Future Directions

RAISING AWARENESS

- Infographics and video stories

COMMUNITY ENGAGEMENT

- Partnership with Milwaukee Pride to eliminate tobacco sponsorship and create smokefree spaces
- Bar outreach

YOUTH PREVENTION

- FACT for 12-18 year olds
- SPARK outreach for 18-25 olds
- UWM Drag Show



Themes from story collection

- Trying to Quit
- Impact of Family & Friends
- Impact on Dating
- Health Effects
- Impact on Gender Transition

Tobacco Use Among Pride Festival Attendees 2008 - 2012 N=2,412

Rm2Breathe data collection by Diverse and Resilient staff and volunteers; Data analysis by Hui Xie, UW-Milwaukee PhD candidate and member of the City of Milwaukee Tobacco-Free Alliance LGBTQ+ Work Group. The City of Milwaukee Tobacco-Free Alliance is funded by the Wisconsin Tobacco Prevent and Control Program, Division of Public Health Wisconsin Department of Health Services, Bruce Christiansen, University of Wisconsin Center for Tobacco Research and Intervention