



## **Top 10 ways to make your tobacco control program and Coalition more accessible to the LGBT community:**

1. Invite a speaker such as a local health care provider to help the Coalition explore the needs of LGBT smokers.
2. Educate about targeting of LGBT people by the tobacco industry and then how the LGBT community has been fighting back.
3. Show the Lucky Strike/GLAAD (Gay and Lesbian Anti Defamation Alliance Against Defamation) video "How They Get Us to Screw Ourselves" by Bob Gordon. This video shows an illegal Lucky Strike smoking lounge taking place at a GLAAD fundraising event in San Francisco. Video (8 min) is available from [www.gaysmokeout.net](http://www.gaysmokeout.net) for \$15.
4. When distributing tobacco control news, include information regarding the LGBT community. For example, if the Coalition is looking at tobacco sponsorship of events, incorporate the "Ethical Funding" guide and the "How the Tobacco Industry Exploits the LGBT Community" brochure, materials that are available from TECC.
5. Seek out a facilitator who has some connection to the LGBT community.
6. Use images and language in your outreach efforts that would make LGBT people feel safe and not automatically excluded. For example, avoid graphic images that only show husband and wife combinations.
7. Publicize services in publications that are LGBT-friendly.
8. Include LGBT materials and imagery at any outreach booth.
9. If funds are available, search out any local LGBT newspapers or newsletters that reach your county and place ads in them.
10. If funds are available for providing sponsorship or participation in events, look into supporting an LGBT event such as a lesbian softball team or Gay Rodeo. Be in touch with P-FLAG (Parents Friends Family of Lesbians and Gays) which has chapters all over.