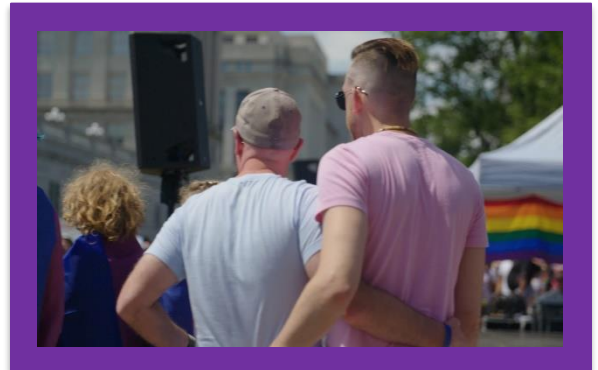


SMOKE FREE PRIDE TOOL KIT

WHY HELP PRIDE EVNTS GO SMOKE FREE?

Tobacco is the leading cause of death in the LGBT community. LGBT tobacco use rates are [40% higher](#) than the general population, and members of the LGBT community are [less likely](#) to be aware of or intend to use smoking quitlines. Yet, [surveys](#) show LGBT people want smoke-free spaces for their community.

As a stigmatized community, LGBT people have been more vulnerable to targeted marketing. Adopting a smoke-free policy disrupts the long [history](#) of the tobacco industry targeting the LGBT community through magazine ads, as well as sponsoring pride festivals and LGBT nights at bars. Distributing tobacco prevention and cessation resources at pride events also addresses a [historically limited access](#) to these health services.



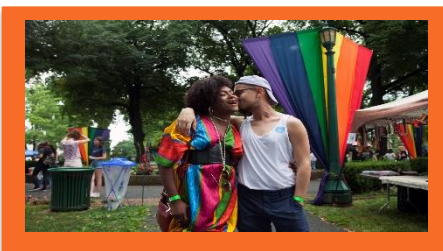
WHAT IS THE IMPACT OF SMOKE FREE PRIDES?



Smoke-free pride events are part of changing the LGBT cultural landscape so that LGBT people know that smoking and being LGBT don't go hand-in-hand. The smoke-free pride movement has reduced the number of prides sponsored by the tobacco industry, lessening exposure to tobacco advertising and secondhand smoke. The [outcomes](#) of smoke-free policies include overall lower smoking rates and changes in social norms regarding smoking.

HOW DO WE PARTNER WITH OUR LOCAL PRIDE?

- Contract with a local LGBT-serving organization that can navigate the pride events in your jurisdiction and conduct effective outreach to the community.
- Contact [event organizers](#) about being a smoke-free pride sponsor for the event to replace funding previously provided by participating tobacco companies, including cigar, e-cigarette, or vape shops.
- Provide a written [policy](#) for event organizers to adopt to establish the celebration as a smoke-free pride.
- Supplement existing messaging [resources](#) with [localized content](#) to help event organizers effectively communicate the importance of this policy to members of the community, and submit a [press release](#) specific to making the festival tobacco-free.
- Partner with a cessation provider that can be present at the pride event.



WHAT DOES A SMOKE FREE PRIDE EVENT LOOK LIKE?

- Prohibit the use of tobacco (including vaping) on the event grounds.
- Place [signage](#) around the festival noting that it is a smoke free pride celebration and including the number for the Quitline.
- Provide space to volunteers from a local LGBT organization to hand out [flyers](#) with tobacco prevention and cessation information tailored to the LGBT community.
- Provide space to a tobacco cessation provider to offer [brief interventions](#), [Quitline](#) referrals, and appointments for tobacco cessation counseling or group clinics.
- Set aside a couple of minutes for a representative from your agency or organization to briefly speak on stage about the smoke-free pride sponsorship.
- Supply free [swag](#) with targeted messaging. Popular items include sunglasses, tote bags, stickers, bracelets, and buttons.

Engage pride attendees by encouraging them to participate in a tobacco-free [selfie station](#) and a [smoke-free Snapchat filter](#).

“New Hope Celebrates is excited to partner with Bradbury Sullivan LGBT Community Center to continue our Smoke Free Pride Initiative. Our Smoke Free Pride creates a welcoming and family friendly experience for all that attend while also promoting healthier lifestyle choices for LGBT individuals. We want to continue to encourage everyone to make healthy decisions and understand that being Smoke Free is another way for New Hope and our community to be even more accepting.”

--Matt Hanson, President
New Hope Celebrates

“I would say that going smoke free was a challenge at first, but going smoke free helped us work toward our goal of being a more family oriented pride. It also helps us to promote a healthier community.”

--Enrique Castro, Jr., Vice President
Reading Pride Celebration

“It’s important to promote smoke-free and healthy living because we have a lot to live for. We want to be living proudly and living longer.”

--Pride Festival of Central PA attendee

