

KENTUCKY TOBACCO-FREE PRIDE TOOLKIT

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**BREATHE**

Bridging Research Efforts and Advocacy
Toward Healthy Environments

The Creation of This Toolkit

This toolkit was created with input from **our community**, including:



LGBTQ leaders who advocated for tobacco-free Pride festivals across the country



Kentucky Pride attendees



Local LGBTQ leaders

We incorporated community feedback to modify **existing evidence-based tools**, including:



The Three T's Model for Adopting Tobacco-free College Campus Policies



The California LGBT Tobacco Education Partnership's 2006 Smoke-free Outdoor Pride Toolkit



University of Kentucky Tobacco-free Take Action Scripting

Interviews with Tobacco-free Pride Advocates



Potential participants were recruited from a list created by LGBT Healthlink of all LGBT Community Centers



We examined each Community Center's website and contacted Directors/Program Coordinators at Centers that offered health/prevention services



Participants were asked to describe their involvement in tobacco treatment/prevention efforts, including adoption/implementation of tobacco-free Pride policies



We interviewed 12 key informants. Interviews were professionally transcribed and analyzed using content analysis methods.

What is a Pride festival?

Pride festivals are outdoor events held to celebrate the lesbian, gay, bisexual, transgender, and queer (LGBTQ*) community. They are typically held during June to commemorate the 1969 Stonewall riots in New York City. Pride festivals are a place for LGBTQ* community visibility, advocacy, and celebration.

Kentucky Pride Festivals



There are Pride festivals all across the state, including in the following communities:

- Ashland
- Bowling Green
- Lexington
- Louisville
- Murray
- Owensboro
- Pikeville
- Somerset



The Burden of Tobacco Use in Our Community

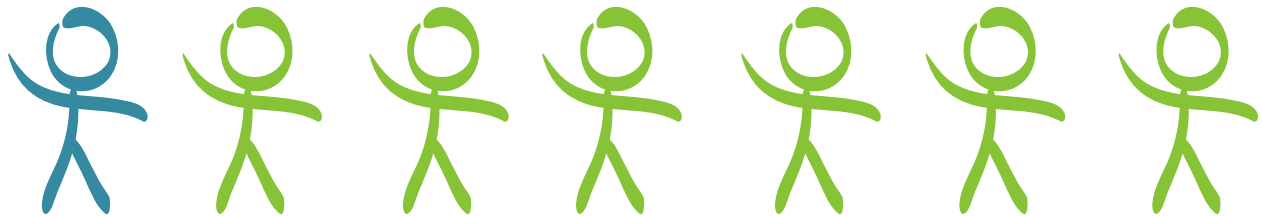


"In the 80s, an entire generation of gay men was killed by a disease that could have been prevented if the government had acted faster. Instead, we lost a generation of people. Today, **tobacco use is the leading cause of death for LGBTQ people.**"

-LGBTQ Tobacco-free Pride Advocate



1 out of 7 adults in the US smoke cigarettes.



Compared to 1 in 5 LGB adults



And 1 in 3 transgender adults



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Smoke-free Pride events create a safe and healthy environment for everyone.

-Pride Attendee in Kentucky

"The idea is that everyone has the right to breathe clean air and enjoy the Pride event. When there's tobacco [secondhand smoke], it creates a barrier for people with HIV, people with heart disease, people with lung disease, and people who bring their children."

-LGBTQ Tobacco-free Pride Advocate



"The idea came after noticing the exposure to secondhand smoke at the happiest gay day of the year. The harm that comes from that is really troubling for so many people at the event."

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-LGBTQ Tobacco-free Pride Advocate



Tobacco-free Pride Advocacy

For most communities in Kentucky, the decision to adopt a tobacco-free pride festival policy will be made by the Board overseeing the event.

Frame Your Message

Tip from Tobacco-free Pride Advocate: Focus on Public Health

- Exposure to tobacco smoke increases the risk of cancer in almost every organ of the body.
- LGBTQ* people are disproportionately impacted by tobacco-related disease.
- Pride events could be fun for the whole family, but secondhand smoke is dangerous for children's health. It can lead to asthma attacks and more frequent ear infections.
- Smoking increases the risk of cardiovascular events for people taking feminizing hormones.



Tobacco-free Pride Advocacy

Be Prepared to Understand and Help Address Common Concerns

Example: Financial Concerns


"Understand that these are almost all...volunteer-run festivals, which are very reliant on ticket sales. If they make a humongous change and they lose huge ticket revenue, then they can't continue their festival." -LGBTQ Tobacco-free Pride Advocate

*"We don't need to persuade them as much as we need to demonstrate that it won't harm their festival. They all want it to be smoke-free if they can make it happen. They're concerned that they can't make it happen...and that's where we come in and say, 'Well, **we're going to work with you and make it happen.**'" -LGBTQ Tobacco-free Pride Advocate*

Considerations:

 Distribute a petition at LGBTQ* events

 Ask local LGBTQ* owned/friendly businesses to sign a letter of support

 Highlight successful tobacco-free Pride festivals in other communities



" The more people
smoking, the less
family friendly pride
feels to me."
-Ky Pride attendee

Tobacco-free Pride Implementation: The Three T's Model

We modified the Three T's Model for adopting tobacco-free policies on college campuses to apply it to Pride festivals.

Tell

Clearly communicate with all key stakeholders. Spread the word before the event! Create a thorough, multi-pronged plan to advertise the policy during the event.

Treat

Provide tobacco treatment during the event, potentially through partnership with a university or health department in your area.

Train

Train volunteers/event staff about the policy, including how to respond to policy violations.

Hahn, et al. (2012). The Three Ts of adopting tobacco-free policies on college campuses. *Nurs Clin. North Am.* 47(1), 109-117.



The Three T's Model: **TELL**

Timely, Adequate and Clear Communication

- Disseminate policy information ahead of the festival
 - Submit an op-ed to the newspaper
 - Include the policy in all Pride promotional materials (eg, social media, print media)
 - Post the policy on the event website
 - Develop a plan to ensure communication ahead of the event with all vendors, volunteers, and entertainers
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- Clearly communicate all elements of the policy, including products that are included and locations that are covered
- Ensure ample signage throughout the festival grounds

The Three T's Model: TELL

Tips from LGBTQ* Tobacco-free Pride Advocates

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"At the event, we produce signage that is throughout the entire festival. It says, 'Welcome to a smoke-free pride.' At the festival, our team is out in force putting LGBT smoke-free stickers on people...typically between 3,000 and 5,000 stickers."

"I got them [the Pride Board] to pledge to go smoke-free and also to allow me to provide signage. We had signs at the front, we had signs as people were coming in, there were signs at the beer booth, there were signs at the porta-potties. So there was good signage everywhere and for the most part, it was respected. "



The Three T's Model: **TREAT**

Consider Providing:



On-site tobacco treatment (e.g, partner with a local university or the health department)



Facilitated referrals to the QuitLine



QuitLine information (1-800-Quit Now)

Tip from an LGBTQ Tobacco-free Advocate

Facilitated referrals to the QuitLine

*"One of the main things we do is consultations...trying to get people connected to the QuitLine if they want to. So, **we have more QuitLine referrals during that Saturday [the Pride festival] than we really do throughout the whole year**...we have the form there and they fill them out and when we get back to the office on Monday, we fax them in."*



The Three T's Model: TRAIN

Train Staff/Volunteers to Approach Violators

We modified the University of Kentucky Tobacco-free Take Action script for implementation of college campus tobacco-free policies for use with tobacco-free Pride policies.

"Example: "Hello, my name is _____ (your name) and I am a(n) _____ (staff position or volunteer) with the Pride festival. For the health of our community, our Pride festival grounds are tobacco-free. We ask that you please respect our policy and put your cigarette out (or other tobacco product) and dispose of it in a trash can."

For more tips on scripting, visit the University of Kentucky Tobacco-free Take Action website:

<https://www.uky.edu/TobaccoFree/scripting>



The Three T's Model: TRAIN

Consider Developing Policy Cards to Distribute

Front of Business Card

Insert logo

[insert name] Pride Festival is tobacco-free!

Use of tobacco products (cigarettes, e-cigarettes, cigars, snus, etc) are not permitted on festival grounds. Festival grounds include [street name] to [street name].

Back of Business Card

Insert logo

[insert name] Pride Festival decided to be tobacco-free

- To protect the health of our community
- To create a family-friendly environment
- To support our friends who are trying to quit using tobacco products
- Tobacco smoke can trigger a heart attack, stroke, or breathing problems



Q&A with Community Leaders

- **Carmen Wampler-Collins**, PSCO Lexington KY
- **Keisa Fallin-Bennett, MD**, Transform Health Clinic, UK Department of Community and Family Medicine, Lexington, KY

Q & A with Carmen Wampler-Collins

of PCSO in Lexington Kentucky

Q: Tell me about yourself Lexington's Pride festival.

I am originally from Morehead, Kentucky. After going to Massachusetts for college and living there for 14 years, my wife and I came back to Kentucky to be closer to family as we raised our kids. I am the Executive Director of the Pride Services Organization (PSO), which is the organization that makes the Lexington Pride Festival happen. Every year the PCSO Board appoints someone to serve as the LexPrideFestCommittee Chair and other officers and subcommittee chairs are elected by PCSO volunteers to create the committee. All Lexington Pride Festival Committee members are volunteers and give a tremendous amount of time to make the Festival happen. As the PCSO's only paid employee, I've had a very hands on position with the Festival since I started working here. This year, I will be providing oversight and assistance to the entire team. It's a very hands on position!

Q: Why does the Pride festival matter to you?

When I attended the first Lexington Pride Festival downtown 13 years ago, my wife and I attended with our two boys because we wanted to see what Pride would look like - out in the open - in Lexington. I will never forget walking out from the parking garage and seeing all of the rainbows, and banners, and beautiful people showing their Pride smacks in the middle of town. I was so moved, I teared up. I couldn't believe such a positive, beautiful, community celebration was possible in Kentucky. I hadn't expected that reaction, but it made me feel seen, accepted, and celebrated in the community in a way that I hadn't before experienced. The festival continues to be important to me, because every year I see someone else have that reaction. Some years it has been young people in my life - my nieces and their friends experiencing Pride for the first time. Other years its been strangers - two young gay boys from Harlan, Kentucky up for the day, holding hands and telling me how much the Festival meant to them. The Lexington Pride Festival matters to me because it creates an environment where LGBTQ+ people in Kentucky can come to celebrate all of who they are. That can be life changing. It can be life saving. It's always beautiful.



Q: Why is the Pride festival important to Lexington?

For one, it shows that Lexington celebrates and welcomes LGBTQ+ people which is important to building an affirming, diverse community. It also provides an excellent educational opportunity for people, whether or not they identify as LGBTQ+, to learn about the issues, culture, and history of LGBTQ+ communities. Holding the free Festival downtown makes it possible for those who may be questioning, or allies, or don't really know much about LGBTQ+ people or issues to drop in and learn more - and to ultimately break down walls. It also provides an environment for community groups, service providers, and businesses to do outreach and to connect with LGBTQ+ people. Finally, it has a huge economic impact on the City. Last year the Festival attracted about 50,000 people over two days. We know that some of the restaurants and bars surrounding the Festival had their largest annual or largest ever sales day during the Festival. The Festival also has an impact on tourism in Lexington, drawing people to the City who utilize hotels, visit restaurants, and explore other good things the City has to offer. Overall, the Festival is an important asset to Lexington contributing to its vibrancy, diversity, and economy.

Q:What are the benefits of a smoke-free Pride for our community?

The biggest benefit of a smoke-free Pride is a more comfortable, more breathable, healthier environment for attendees, volunteers, and staff. Going smoke-free ensures accessibility for more people, including children, elders, those with chronic illnesses, and recovering from cancer and other medical conditions. A smoke-free Festival protects ALL attendees from the deadly effects of second-hand smoke. In addition it supports those in our community who have made the decision to quit smoking and provides an environment where smoking is not the norm, a good model for young people. Going smoke-free is also safer, eliminating the risk of fires and burns from dropped cigarettes. Finally, from a logistical stand-point, a smoke-free event makes clean up easier and cheaper by eliminating cigarette litter and is easier to manage than an event with designated smoking areas that must be maintained and policed for compliance

Q:Why did your group decide to have a smoke-free Pride?

We initially started exploring the option because of the feedback we got from the community. One of the most common things we saw on post-Festival surveys were complaints about smoking or requests to go smoke-free. Several people called or visited us at the Pride Center to let us know this was an important issue to them. One attendee even told us they loved the Festival but left because of the smoke. For the last two years, we have tried to address the issue by having designated smoking areas away from high traffic areas with ash trays. It simply didn't work. The Festival is huge with people coming and going throughout the day, making it difficult for announcements about smoking areas to be heard. The Festival is managed and run by volunteers and policing and managing designated smoking areas proved too labor intensive. Accessibility is very important to us and we felt that to have a truly accessible Pride we needed to go smoke-free. Ultimately, we made the decision because we think it will make the Festival better for everyone.



Q&A with Dr. Keisa Fallin-Bennett

of Transform Health

Q: Tell us about Transform Health?

Transform Health is an initiative started in 2016 that established a health care home for LGBTQ* patients of all ages to receive quality care in a safe place. We are part of the Family Medicine Clinic at UK Turfland. In the clinic we also train students, faculty, and staff in LGBTQ* care, and we seek to increase knowledge about LGBTQ* health through research. We also learn from and give back to the community and do our best to provide outreach and resources to throughout the state. So far we have seen hundreds of new patients and helped people obtain hormone therapy, medications like PrEP, and referrals to gender affirming surgeons. Currently there are three Transform Health providers at Family Medicine and one at University Health Service (student health). We also are affiliated with the UK Counseling Center and have nurses and professional students who are important members of our team.

Q: Why is Pride important to you and your family?

Pride is a celebration of authenticity; something that reminds us how good it feels to accept and love ourselves. I spent a lot of my life questioning my own sexuality and afraid to embrace it. Pride makes me remember how lucky I am to be a part of the queer community; how I wouldn't want to have it any other way. We all need to keep hearing the message of Pride. Every unique person should not just be respected, but celebrated! My wife and I want our son to grow up appreciating diversity and Pride is an excellent place to do that.



Q: Why is Pride important to the community

Pride allows us to all come together to celebrate the diversity within this huge, supportive, family. It reminds us to be inclusive and support each other. It also shows how important we are to the city of Lexington and the power we can have for good in the community.

Q: What are the main health issues impacting the LGBTQ community?

Mental health (depression, anxiety, PTSD, and suicide), loneliness, substance use (including tobacco), HIV and other sexually transmitted infections, and barriers to accessing comfortable and knowledgeable health care providers. (Of course these are often related to poverty, racism and housing and work discrimination.)

Q: Why do you support a tobacco-free Pride festival?

- 1.** Increasing tobacco-free spaces is shown to help people quit and prevent young people from starting smoking. Pride is about everyone living their best life and tobacco is deadly, so they just aren't compatible!
- 2.** We value an inclusive space safe for all the family. A smoke free environment makes it safe for children and people with lung or heart conditions to come enjoy the celebration.
- 3.** We've spent too long letting big tobacco companies addict us so they can get rich. It's time to fight back by throwing them out of our parties.
- 4.** Clean air feels so good! It just makes everyone feel better so we can all sing and dance together.





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For More Information

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