



SMOKEFREE PRIDE

WHAT IS SMOKEFREE PRIDE?

Pride events are about making a statement. They are used to symbolize the amazing diversity within the Lesbian, Gay, Bisexual, Transgender, Queer (LGBTQ) community and are attended by thousands of people. A smokefree Pride will promote public health, safety, and welfare by discouraging the inherently dangerous behavior of tobacco use within the LGBTQ community.

WHAT MAKES A GOOD SMOKEFREE PRIDE POLICY?

- Restricting tobacco use of any kind at the Pride event and not accepting any tobacco funding for the Pride event.
- Building local support to show that people want change in their community.
- Educating Pride organizers about the policy and the dangers of tobacco use.



Recent Findings:
In the U.S. tobacco kills more people each day than AIDS, alcohol, car accidents, illegal drugs, murders and suicides COMBINED.



Ad campaigns have targeted LGBTQ consumers using language promoting freedom, choice, and pride.

LGBTQ adults smoke at rates

up to **2.5X** higher than non-LGBT adults

15.4% Imperial County youth use tobacco

357

267



Imperial



CA

Number of youth per store that sells tobacco products

WHAT ARE THE BENEFITS OF SMOKEFREE PRIDE?

- Reduce smoking rates among members of the LGBTQ community. Eliminating the association of smoking and Pride activities.
- Public Health! Protecting participants from exposure to tobacco-related litter and pollution.
- Making smokefree events within your community encourages the change of social norms. This is especially important for the next generation so they will have a healthy environment and make healthier choices.



Recent Successes:

Five different Pride events in California have adopted a Smokefree Policy including:

- San Francisco
- Santa Cruz
- San Diego
- San Gabriel Valley
- Bakersfield

IMPLEMENTATION AND ENFORCEMENT

- Creating a smokefree Pride is a collaborative effort from both local leaders and the community to implement and enforce.
- The voices of youth in the community play a pivotal role in challenging global issues by using innovative ideas as tools for the betterment of all the inhabitants of the earth.
- Signs posted in prominent locations throughout the event reminds attendants that smoking is not permitted.
- Media outreach to educate participants about the policy and disseminating 1-800-NO-BUTTS cards at the event to encourage quitting.

Research has found lower smoking rates among LGBT people living in areas with smokefree policies, as well as greater intentions to quit among LGBT smokers living in those areas.

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