

PRIDE

IN SUPPORTING

TOBACCO-FREE



GARDEN STATE
EQUALITY

QUITTING TOOL KIT
FOR PROVIDERS

IDENTIFY AND ELIMINATE TOBACCO RELATED DISPARITIES AMONG POPULATION GROUPS.

According to the Centers for Disease Control and Prevention (CDC), it is common for individuals from the LGBTQ+ community to experience disparities that stem from social stigma and discrimination.

LGBTQ+ individuals are also burdened by tobacco-related disparities.

- A. Tobacco use is higher among LGBTQ+ individuals than in their heterosexual peers.
- B. About 16% of Lesbian, Gay, and Bisexual adults smoke cigarettes versus the 12.3% of heterosexual adults who smoke
- C. About 21.3% of transgender adults use e-cigarette products versus the 5% e-cigarette use of cisgender adults
- D. A similar trend exists among Lesbian, Gay, and Bisexual youth who use any tobacco products at a higher rate than their heterosexual peers.

Disparately high rates of tobacco use can be seen in this community due to rigorous marketing from big tobacco companies, who have been targeting LGBTQ+ individuals since 1991.

An example of this is when R.J Reynolds created a marketing strategy called "Project SCUM" (Sub-Culture Urban Marketing) to increase cigarette sales in gay men and homeless individuals by advertisements placed in communities and stores.

Other examples of big tobacco marketing include:

- A. Advertising in LGBTQ+ publications where tobacco use is shown as a "normal" part of LGBTQ+ life,
- B. Sponsoring Pride Festivals and other community events
- C. Promoting tobacco products at LGBTQ+ bars or nightclubs
- D. Using LGBTQ+ symbolism to market flavored tobacco products by including phrases like "Take Pride in Your Flavor" or using images with tobacco packages arranged in colors of the rainbow

Quitting Behavior in this Community:

- A. LGB individuals are 5 times more likely than others to never intend to call a smoking cessation Quitline
- B. New Jersey Quitline Utilization
 - Currently, about 6.2% of NJ Quitline callers identify as LGBTQ+

1. STARTING THE CONVERSATION

Tobacco use is the leading preventable cause of death in the United States. It causes almost one in five deaths each year. By proactively asking about tobacco use at every patient interaction, you can play an integral role in preventing these deaths.

Source: CDC

ASK ABOUT TOBACCO USE

“Do you currently smoke or use other forms of tobacco?”



ADVISE THEM TO QUIT

“Quitting tobacco is one of the best choices you can make for your health. I would strongly encourage you to quit. Are you at all interested in quitting?”

REFER THEM TO RESOURCES

IF READY TO QUIT, provide list of resources, direct referrals to other care providers or support groups, and prescribe medications if appropriate.

IF NOT READY TO QUIT, strongly encourage quitting with personalized, positive messaging about a tobacco-free life. Let them know you’re always there when they’re ready to quit.

2. GUIDING A TOBACCO-FREE LIFE

As with any health decision, everyone’s treatment and experience will look different. Depending on the individual, one or a combination of the following treatment modalities can help ease and sustain the transition to a tobacco-free life.



Nicotine Replacement Therapy (*NRT*)

Over-the-counter NRTs are approved for sale to people aged 18 or older. They include:

Skin patches (transdermal nicotine patches)

Nicotine Lozenges

Nicotine Gum

The FDA has approved two smoking cessation products that do not contain nicotine. Both are available in tablet form and by prescription only. For users taking these products, risks include changes in behavior, depressed mood, hostility, aggression, and suicidal thoughts or actions.

Chantix (varenicline tartrate)

A. Chantix acts at sites in the brain affected by nicotine by reducing the rewarding effects of nicotine.

B. The most common side effects of Chantix include nausea; constipation; gas; vomiting; and trouble sleeping or vivid, unusual, or strange dreams.

C. Chantix is not recommended for people under the age of 18.





A. The precise mechanism of Zyban as a smoking cessation aid is unknown.



B. Zyban was first developed as a medicine to treat depression but has been shown to aid smoking cessation and alleviate nicotine withdrawal symptoms.



C. The most common side effects associated with Zyban are dry mouth and insomnia.



D. Zyban contains the same active ingredient as the antidepressant Wellbutrin (bupropion), so it's important to discuss the risks of this treatment.

Cessation Resources

A conversation about quitting tobacco is also an opportunity to encourage other health behaviors for LGBTQ+ community members.



A. Calling the NJ Quitline (1-866-NJ-STOPS).

└ The New Jersey Quitline offers five free sessions with a quit coach, who is available 24/7 through chat, phone, text or a web-based platform. Individual and/or group sessions are available.

The NJquitline.org website also offers additional resources, including self-help materials and information on tobacco use and nicotine.

<https://www.njquitline.org/>



B. New Jersey Quit Centers.

└ The New Jersey Quit Centers offer a six-week program with individual and group counseling, offered either in-person or virtual.

- Both the New Jersey Quitline and the New Jersey Quit Centers offer free NRT to eligible clients.
- Refer patients to the Inspira Quit Center LGBTQ+ Support Group. For more information visit their website.



Refer LGBTQ+ youth (ages 13 to 24) to This is Quitting: Texting Cessation Program by texting VAPEFREENJ to 88709

- Refer clients to LGBTQ+ Hospitals and Clinics using Garden State Equality's Affirming Healthcare Map.
 - └ <https://www.gardenstateequality.org/our-work/health/map/>
- Visit the Tobacco Free For A Health New Jersey website for Additional Cessation Resources

3. BEST WAYS TO PRACTICE ALLYSHIP

Tips For Providers: Engaging LGBTQ+ Patients

- Educate yourself on specific health issues facing LGBTQ+ people
- Make sure that all staff and providers use appropriate pronouns to use when referring to a transgender patient or same-sex couple.
 - For example, at intake, ask: "What are your pronouns?"

- Using inclusive language, such as, “How are you all doing today?” or “how are we doing today?”
- C. Display visual cues in the office to show that your office is a safe space for all
- LGBTQ+ friendly safe space sticker or flags
 - Educational brochures on LGBTQ+ health issues
- D. Review and revise client forms that allow options for male/female/transgender
- Use neutral terms such as “partner” or “spouse,” instead of “single,” “married,” or “divorced.”
 - Use identifiers such as “parent 1” or “parent 2” to include same-sex couples raising children
 - Don’t make assumptions based on a patient’s physical appearance. When taking sexual history, ask “Are your current or past sexual partners men, women, or both?”
 - Be attentive and listen to your patients.
 - Remember to be understanding of the fact that disclosing information may be difficult for LGBTQ+ patients due to factors such as stigma, prejudice, and distrust of the health care system.

Common Pronouns

Take the time to learn about common pronouns and their importance to the LGBTQ+ community:



- If you make a mistake, acknowledge it, apologize, and move on quickly!
- For additional information on pronouns visit the following:

LGBTQ+ Resource Center

LGBT Life Center

Human Rights Campaign



New Jersey Tobacco Policy Environment

The State of New Jersey has comprehensive, statewide tobacco policy environment that protects all New Jersey residents from exposure to secondhand smoke.

2006 NJ Smoke-Free Air Act: prohibits smoking in all indoor and outdoor public places, recreational areas, parks, and beaches. This includes smoking vape products or electronic nicotine delivery systems (ENDS)

2017 Tobacco 21 Age of Sale Law: raised the minimum age to purchase all tobacco products to from 18 to 21 years of age

2020 Coupon Ban: prohibits the use of coupons and promotional discounts on the sale of tobacco products statewide

2020 Flavor Ban: statewide ban on selling flavored vapor products, including menthol flavored vapes, and increased the age to purchase tobacco products to the age of 21

Healthcare-related Tobacco Policies:

2020 Expansion of Medicaid Coverage for Tobacco Cessation

In 2020, the New Jersey Legislature expanded the State Medicaid program to include coverage of comprehensive tobacco cessation benefits for anyone who is 18 years of age and older or who is pregnant.

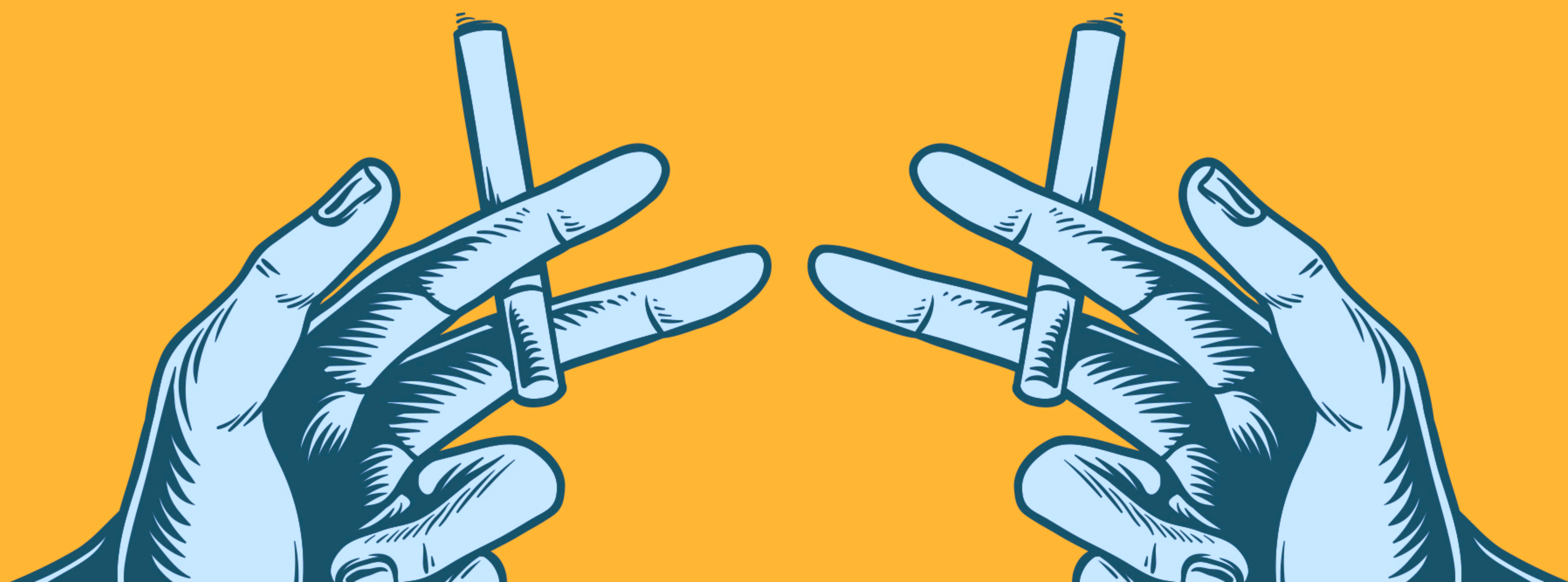
2022 Nicotine Replacement Therapy (NRT) Requirement Law

Requires certain tobacco product retailers that sell, offer for sale, or distribute commercial tobacco products to maintain and sell at least one type of FDA-approved NRT drug, device, or combination product for cessation

For information on the Tobacco Age of Sale Law, Retail Compliance laws, and the NJ Smokefree Air Act, and other laws, please visit the following websites:

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- **Office of Tobacco Control and Prevention Website**
- **Tobacco-Free for Health New Jersey's NJ Tobacco Laws Page**



ADDITIONAL LINKS & RESOURCES

PROVIDER EDUCATION ON LGBTQ+ HEALTH ISSUES

**Tobacco-Free for a Healthy New Jersey's Free Ask Advise Refer Training
and Tobacco 101 Training**

To request these trainings, contact tobaccofreenj@snjpc.org

National LGBTQIA+ Health Education Center

National LGBT Cancer Network

Human Rights Campaign: How to be an Ally

**Information on LGBTQ+ People and Commercial Tobacco:
Health Disparities and Ways to Advance Health Equity**

**Garden State Equality: Cultural Humility Training and other
Education Resources**

Information on Lesbian, Gay, Bisexual, and Transgender Health

ADDITIONAL RESOURCES

Garden State Equality-Affirming Healthcare Map

New Jersey Quitline Website: Provider Resources

Tobacco Free for a Healthy New Jersey: Professional Resources