Reducing LGBT Tobacco Use

Social marketing, outreach events and support groups encouraged smokers in Wisconsin to quit.

**Description:** Building on previous development grants to reduce health disparities related to substance abuse, this project set out to reduce tobacco use through prevention and smoking cessation strategies for lesbian, gay, bisexual and transgender adults in four regions in Wisconsin. **Reducing Tobacco Use Among LGBT Populations in Wisconsin** created rm2breathe, a smoking cessation project designed to change social norms regarding tobacco use and to replicate and disseminate culturally competent strategies into reduction programs.

**Results:** Social marketing strategies, including a logo, website and Facebook page, as well as peer-facilitated group interventions and outreach events throughout the state increased awareness of health disparities and provided prevention, reduction and quit resources. The project established a presence with state tobacco control decision-makers and secured continued funding for tobacco prevention programs.

**Partnerships:** Project leaders partnered with the Center for Urban Population Health, the Center for AIDS Intervention Research, the Milwaukee Health Department and other public health agencies and community health workers.

**Next Steps:** Project organizers plan to continue their community outreach activities, expand the use of social media for quit reminders and strengthen partnerships with LGBT organizations in higher education.