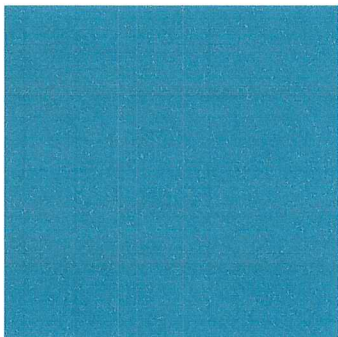
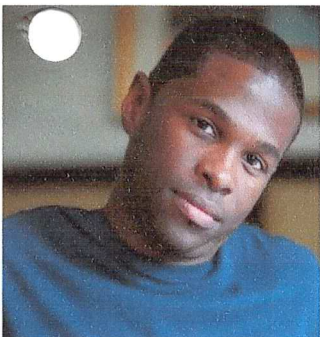
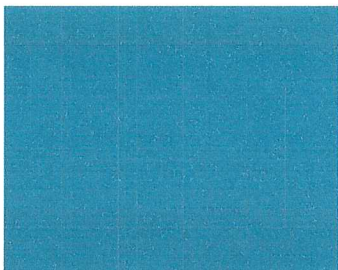
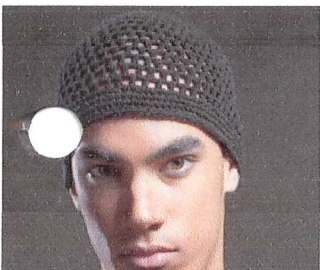


The DC Center Tobacco Focus Group Report



Focus groups conducted by:
Adina Lord and David Mariner

Report written by:
Clare Shepherd and David Mariner



Summary

The DC Center conducted focus groups on June 24th and June 25th, 2008 for gay, lesbian, bisexual, and transgender (GLBT) smokers. Five individuals participated on the June 24th focus group for lesbian, bi, & trans women; and three individuals participated on the June 25th focus group for gay, bi, & trans men. Participants earned a \$25 Visa Gift Card for their time.

Focus Group Participants

- Gender: five identified as female, three identified as male
- Identity: 7 identified as gay/lesbian, 1 identified as queer
- 3 Black / African American, 3 White / Caucasian, 1 Hispanic / Latino, 1 Other
- Birth Dates 48, 52, 56, 58, 62, 64, 79, 86
- Zip Codes 20005, 20009, 20018, 20020, 20037, 20874, 22304, 26011

Most Well-Received Ads

The four ads that were the most well-received were:

- Do it for Yourself, Do it for Your Partner (page 16)
- It Takes Most People Seven Tries to Finally Quit, So Keep Trying! (page 13)
- Be Yourself (page 14)
- I didn't survive HIV so I Could Die from Lung Cancer, I had to Stop Smoking (Page 9)

Ads that were well received were described as encouraging, non-judgemental, and diverse.

General Observations

On Quitting ...

When asked about quitting, men tended to recommend cold turkey. Two men talked about telling friends they're trying to quit- one man said that people try to prod you into having another, and the other said that people try to take cigarettes away. Both seemed to feel that telling others was a bad idea, the first because other smokers can be a negative influence, the other because he liked having the freedom of choice to smoke. Two men mentioned that it's important to find and deal with what triggers cigarette cravings. Women tended to recommend support groups or friends' help.

Neither the men or women recommended any smoking cessation resources specifically for the GLBT community, and both groups were for the most part unaware of such resources.

The participants didn't seem to feel that there were resources in the community to help quit, mentioning that it's a personal ritual and not something personality-changing like a drug addiction. The participants mentioned the smoking hotline 1-800-quitnow and online resources as possible groups, and one woman said that the department of health gives out the patch and gum. Half the women had never tried to quit, and one woman was concerned about gaining weight if she tried.

Effective Messages

As for the pictures, the participants seemed to feel that color was important in order to be effective. They preferred less text and less intellectual messages- in the "why do we support them" ads, participants much preferred the one with bisexual/lesbian women that used hard facts to the wordier one saying that tobacco companies donated money to right wing politicians. One person mentioned that it was important that the text be concise and to the point.

Participants also preferred ads with a positive message. Several people worried about ads demonizing smokers, and said that ads that pressured people into quitting smoking would be less effective. People seemed much more enthusiastic about the “out to quit” ads, even though they were somewhat put off by the strong use of stereotypes, because they were positive and encouraging rather than negative. People really liked the butch lesbian ad because it was fun.

In the “my greatest enemy” ads, participants seemed to feel across the board that cigarettes were less harmful than the things the people in the ads had fought. They said they would rather the people in the ads smoke than take meth or attempt suicide. One person had specific problems with the depression one because depression is ongoing and not something to be defeated, and another person said that ad was insulting to people with depression.

People especially like the “7 tries” because it is encouraging and doesn’t beat you up for still smoking.

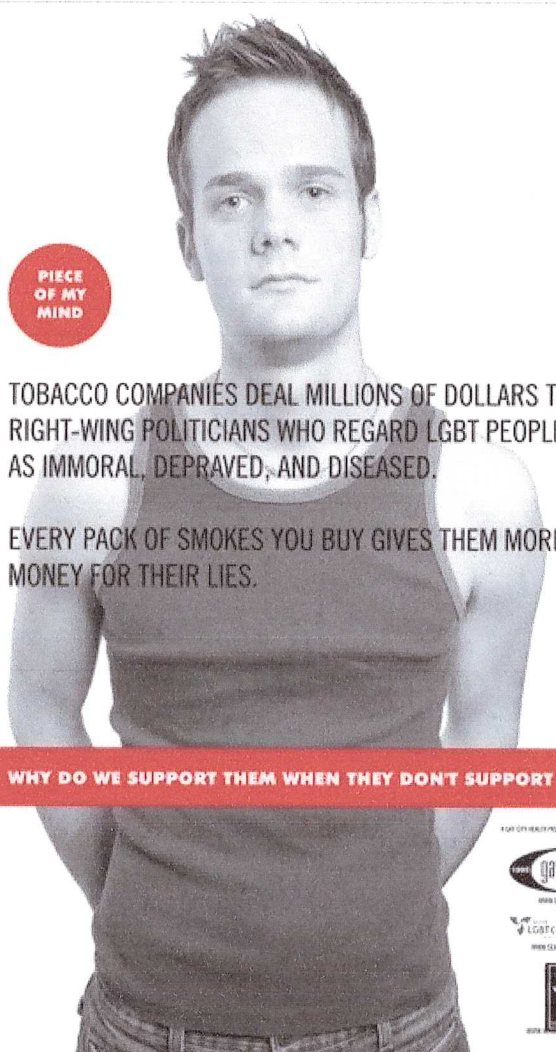
GLBT, LGBT, Queer?

Participants disagreed over the use of the word ‘queer’ in ads- some felt that it helped appeal to more people, but others felt that some would be offended by the word and lgbt should be used instead. Also, some people felt that queer was a male focused term. Some people also felt that in the “why do we support them” ads the language unnecessarily separated gay and straight people and that “our community” should be used instead of “us”.

Smoking and HIV

Men seemed relatively unconcerned about smoking around HIV positive people, with one saying that cigarettes could help HIV positive people feel natural or normal. The women felt that it was important to provide information about quitting to people who were HIV positive and that HIV would be a good reason to quit smoking.

Why Do We Support Them – 1



PIECE OF MY MIND

TOBACCO COMPANIES DEAL MILLIONS OF DOLLARS TO RIGHT-WING POLITICIANS WHO REGARD LGBT PEOPLE AS IMMORAL, DEPRAVED, AND DISEASED.

EVERY PACK OF SMOKES YOU BUY GIVES THEM MORE MONEY FOR THEIR LIES.

WHY DO WE SUPPORT THEM WHEN THEY DON'T SUPPORT US?

RIGHT OF HEALTHY PEOPLE (RHP) CAMPAIGN 2011

gay city

WWW.GAYCITY.ORG

LEGAT CANADIANITY CANADA

WWW.SAYITELLIGENTLY.ORG

WWW.SAYITELLIGENTLY.ORG

Scoring

	SD	D	N	A	SA
Message	2	1	2	3	
GBT Men	1		1	1	
LBT Women	1	1	1	2	
Design	1	1	4	1	1
GBT Men			1	1	1
LBT Women	1	1	3		
Total (-4)	3	2	6	4	

Comments: LBT Women:

- positive reaction
- felt like there wasn't a connection between the picture and the person
- too many words - a bit confusing
- maybe too many words
- didn't like the tagline 'why do we support them when they don't support us' but liked the general idea of the message.

Comments: GBT Men:

to me it doesn't cause an impact. It's okay I put it in the middle. kind of like all the other advertising for tobacco companies, like their promotional ads

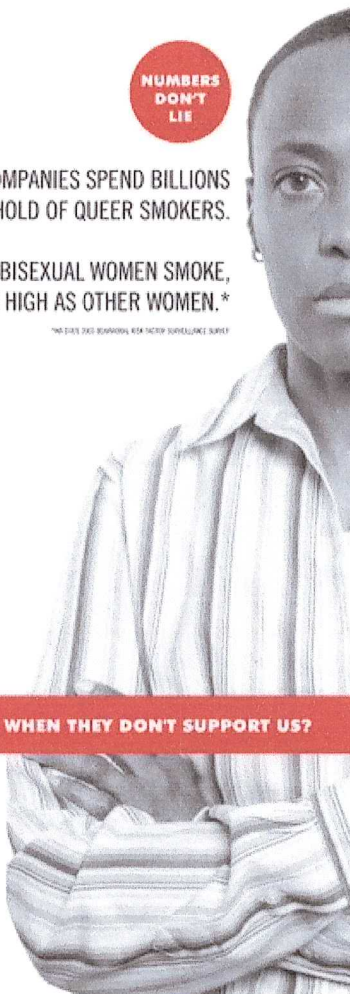
I like the design

I was tepid on the design. in color might have been different.

too much text, it blends in. i understand the message but the way it is now it's wordy, lengthy intellectually it makes sense but it needs to be shorter

I think it was ineffective and not appealing. i know companies have said this behind closed doors I have no proof that they have said this. very negative leaning. trying to sell sex to get your attn. do something more creative.

Why Do We Support Them – 2



NUMBERS DON'T LIE

TOBACCO COMPANIES SPEND BILLIONS TO ENSNARE AND KEEP HOLD OF QUEER SMOKERS.

OVER 45% OF LESBIANS AND BISEXUAL WOMEN SMOKE, A RATE MORE THAN TWICE AS HIGH AS OTHER WOMEN.*

*NO DATA FOR HAWAIIAN KIM FACTORY SURVEILLANCE SURVEY

WHY DO WE SUPPORT THEM WHEN THEY DON'T SUPPORT US?

A GAY CITY HEALTH PROMOTION MEDIA COMPANY, 2015

WWW.GAYCITY.ORG

WWW.LGBTCommunityCenter.org

WWW.GAYTJES.COM

WWW.PROUDPOLICE.ORG

Scoring

	SD	D	N	A	SA
Message	1	1	1	3	2
GBT Men			1	1	1
LBT Women	1	1		2	1
Design	1		3	3	1
GBT Men			1	1	1
LBT Women	1		2	2	
Total (5)	2	1	4	6	2

Comments: LBT Women:

- didn't like the use of the word 'queer'
- two people said they don't necessarily believe that we are more likely to smoke
- was distracted to half of the face

Comments: GBT Men:

Message was good. A lot cleaner, shorter on point.

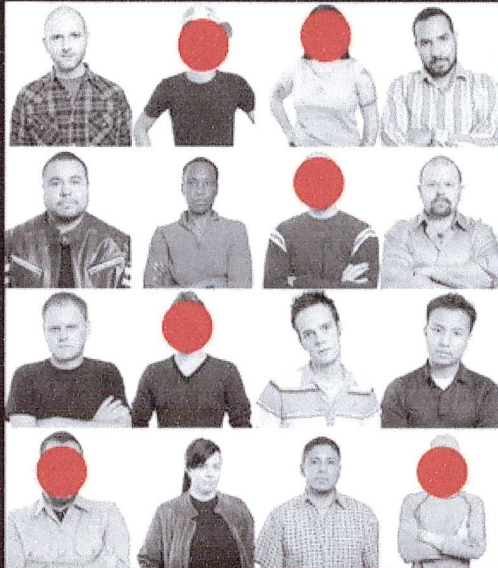
Faster and easier to read but still gets message across.

2nd piece of text (stat) makes the point by itself -- you don't need the top part.

I like queer -- speaks to more beyond the lesbian community

I liked layout of ad

Why Do We Support Them – 3



WHY DO WE SUPPORT THEM WHEN THEY DON'T SUPPORT US?

NUMBERS
DON'T
LIE

OVER FORTY PERCENT OF QUEER PEOPLE SMOKE.*
THAT'S MORE THAN TWICE AS MANY AS STRAIGHT PEOPLE.
NO WONDER TOBACCO COMPANIES ARE HUNGRY FOR OUR DOLLARS.

*2010 U.S. BEHAVIORAL RISK FACTOR SURVEILLANCE SURVEY



WWW.GAYCITY.ORG WWW.LGBTCC.ORG WWW.GAYCITY.ORG

A GAY CITY HEALTH PROJECT MEDIA CAMPAIGN 2011

Scoring

	SD	D	N	A	SA
Message	2	1	2	3	
GBT Men		1		2	
LBT Women	2		2	1	
Design	2		5	1	
GBT Men	1		1	1	
LBT Women	1		4		
Total (-5)	4	1	7	4	

Comments: LBT Women:

- most folks found the ad confusing

Comments: GBT Men:

I thought it was fairly effective, would be better in color.

I like the fact that it's much more diverse and talks about entire gay and lesbian community

I don't know if this is for dc or larger, but there are some people who actively object to queer, but some who use it

that's why you see lgbtq

separates people, us vs. them, if you use queer if going in publication, i would replace queer with "our community"

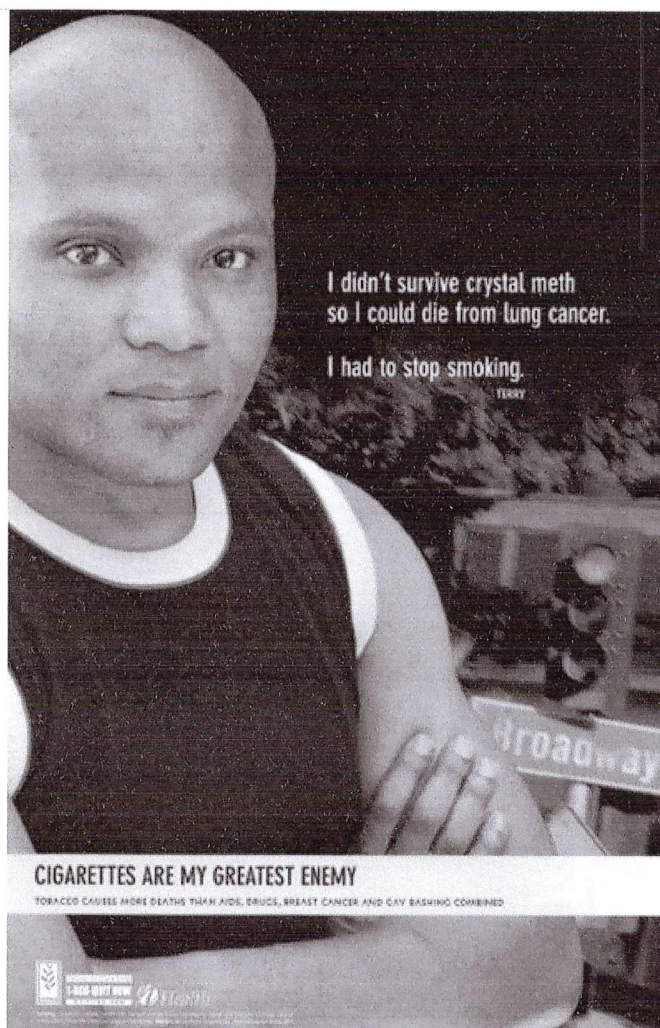
I like seeing queer in an ad but it's going to push people's buttons

message is too small, too far down.

put text before you see picture

I didn't get what the faces were covered for

My Greatest Enemy – 1



Scoring

	SD	D	N	A	SA
Message		1	2	3	2
GBT Men			1	1	1
LBT Women		1	1	2	1
Design		1	1	4	2
GBT Men				2	1
LBT Women		1	1	2	1
Total (13)		2	3	7	4

Comments: LBT Women:

- positive reaction but thought the wording was a little bit confusing
- I survived crystal meth - rather than the text
- liked the photographs

Comments: GBT Men:

Message was innocuous.

I didn't like message -- cigarettes are not greatest. crystal meth, cocaine are far worse.

but he's saying he survived meth, why would he continue to do something that would injure myself?

placing all this judgment on cigarettes saying they are evil for using a cigarette demonizing cigarette smokers

very New York

I don't see it as demonizing

by default all campaigns demonize smokers

I absolutely refuse to quit if someone is telling me to stop

I don't like being told to do something but I don't mind being asked

he probably will survive longer smoking than on crystal meth - don't say our greatest enemy

its the person giving their story

I see it as the cigarette is evil

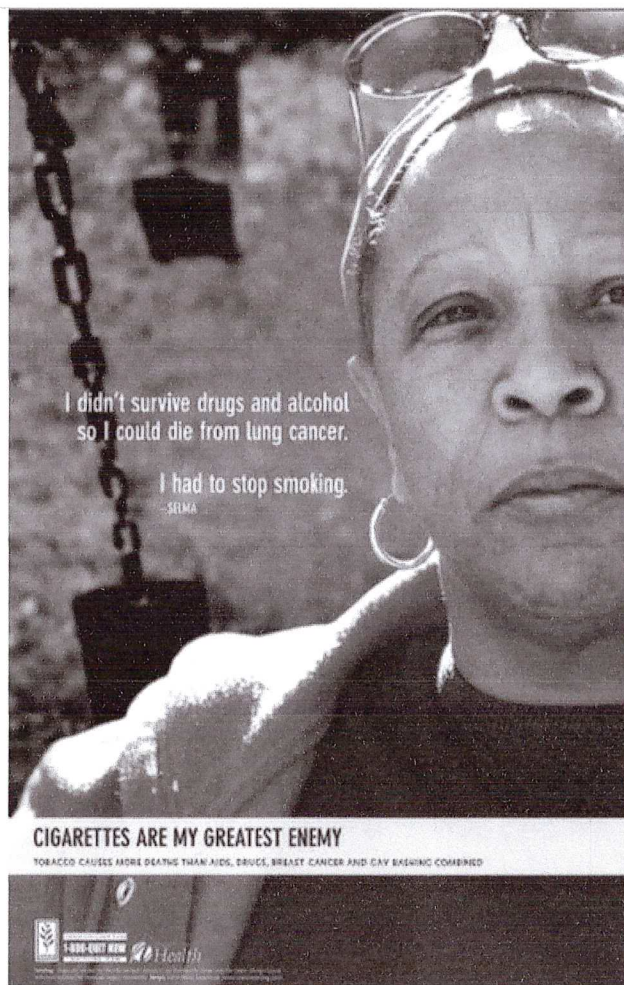
"new greatest enemy" "next greatest enemy"

not everyone is going to agree that cigarettes are greatest enemy

cigarettes were my greatest enemy -- if he said he had to stop smoking - he's achieved it

I would say cigarettes are one of my greatest enemies

My Greatest Enemy - 2



Scoring

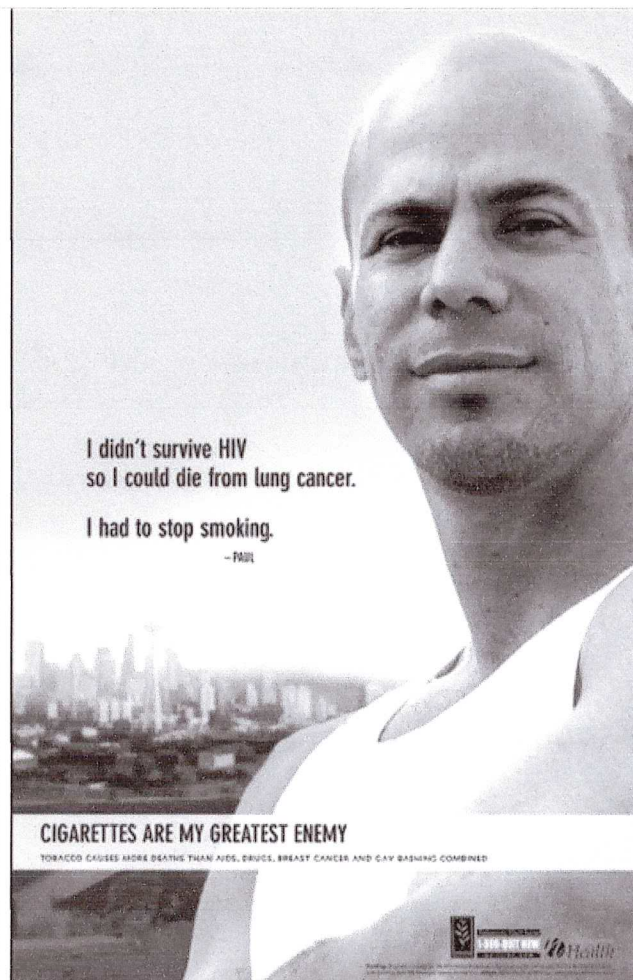
	SD	D	N	A	SA
Message	1		2	1	4
GBT Men			2		1
LBT Women	1			1	3
Design	1		1	3	3
GBT Men			1	1	1
LBT Women	1			2	2
Total (14)	2		3	4	7

Comments: LBT Women:

- liked this ad – but prefer changing the wording to make it more clear
- concerned person in the ad could relapse

Comments: GBT Men:

don't like relationship to lung cancer, my mom smoked and didn't get it
 design was attractive, good lighting
 does it make a difference that they are real people?
 i would assume that these are real people -- it doesn't matter, i can't verify that
 even if this is not the actual person, there are people just like her
 whether this person is the person or not, she's credible - supermodels would have cigarette and alcohol problems
 I didn't see names till I got to third one, it blended in
if we did it with 6 dc people that you might recognize, would that make a difference?
 if you can find local people, it sounds like an ego trip - it might lend more interest but i don't know that it would be the turning point.
 if my husband did this it would be , I realized I spent more on cigarettes than I do on food and that's when I had to quit.
 it wouldn't impress me.
 I would make it like this with all ages of people. a lot of the people on the walls here are unknown to the people are targeting -- this city changes all the time.

My Greatest Enemy - 3**Scoring**

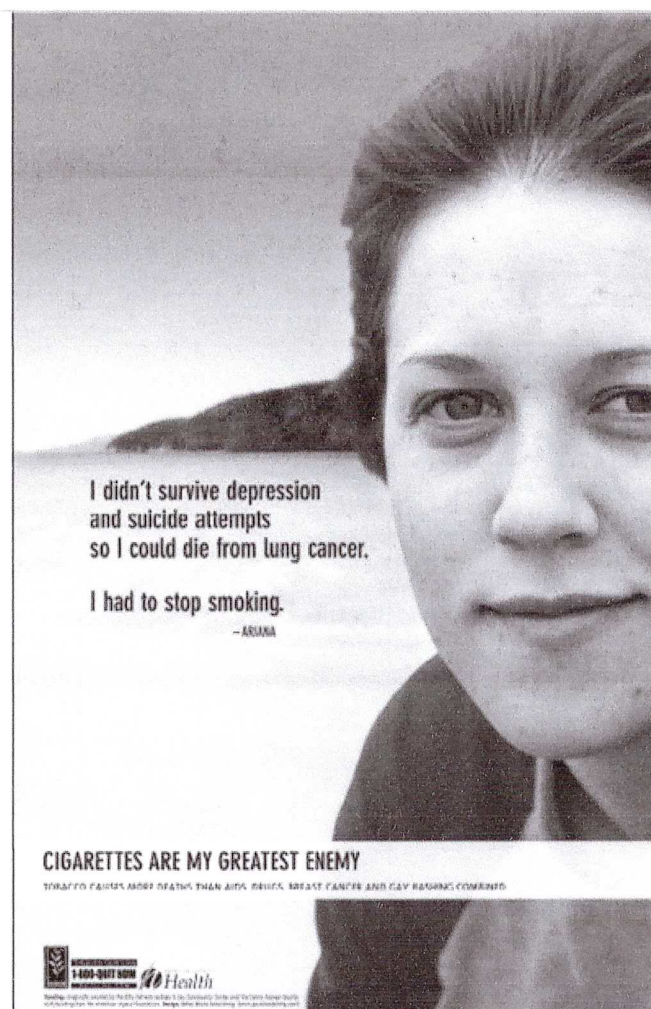
	SD	D	N	A	SA
Message	1			3	4
GBT Men				2	1
LBT Women	1			1	3
Design	1			4	3
GBT Men				2	1
LBT Women	1			2	2
Total (17)	2			7	7

Comments: LBT Women:

None

Comments: GBT Men:

Attractive ad and message was good.
first one where I noticed the name.

My Greatest Enemy - 4**Scoring**

	SD	D	N	A	SA
Message	1	1	1	1	3
GBT Men		1	1	1	
LBT Women	1				3
Design	1			3	3
GBT Men				2	1
LBT Women	1			1	2
Total (11)	2	1	1	4	6

Comments: LBT Women:

General Comments on My Greatest Enemy

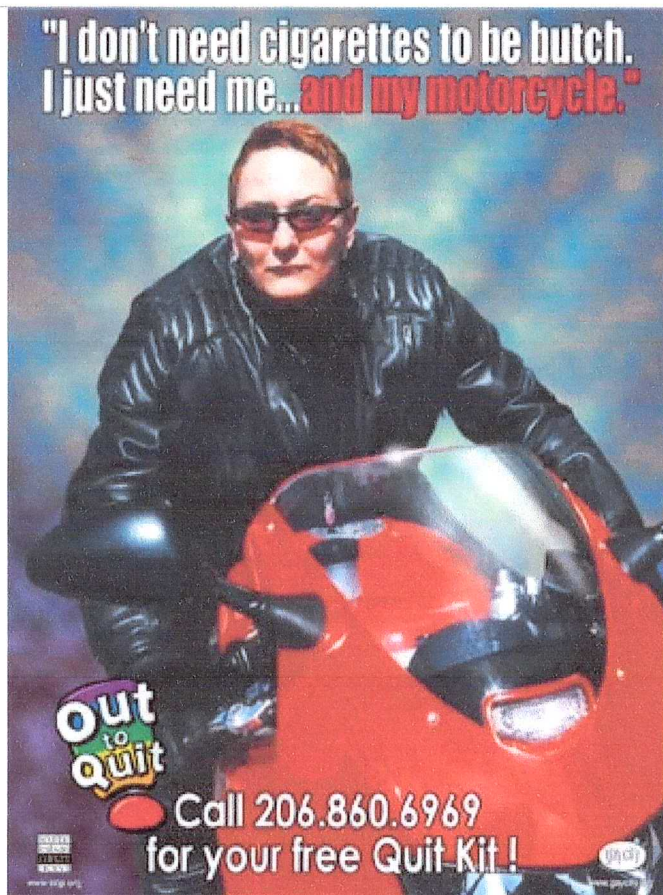
- Liked that they were photographed in the background
- Concerned that folks might relapse
- using a real person catches your attention
- the people look more diverse than the first set

Comments: GBT Men:

I think depression is much more dangerous than a cigarette;

I'd rather have her have a cigarette than slash her wrists

pg 7 was better because it was for your health, it's progressing to get better, easier to get better
this is insulting to people with depression
depression is ongoing

Out to Quit – 1**Scoring 8**

	SD	D	N	A	SA
Message	2		1	1	3
GBT Men	1		1		1
LBT Women	1			1	2
Design	1		2	1	3
GBT Men			1	1	1
LBT Women	1		1		2
Total (8)	3		3	2	6

Comments: LBT Women:

- different reactions
- would register with certain people, but not necessarily everyone

Comments: GBT Men:

I really liked this one. It's not as negative about cigarettes. Not demonizing, not moralizing, she's saying I don't need it.

Reflecting her own personal decisions. not pushing anything. more positive message to get people to stop smoking.
it's fun looking.

I would put her on a Harley, not a scooter.

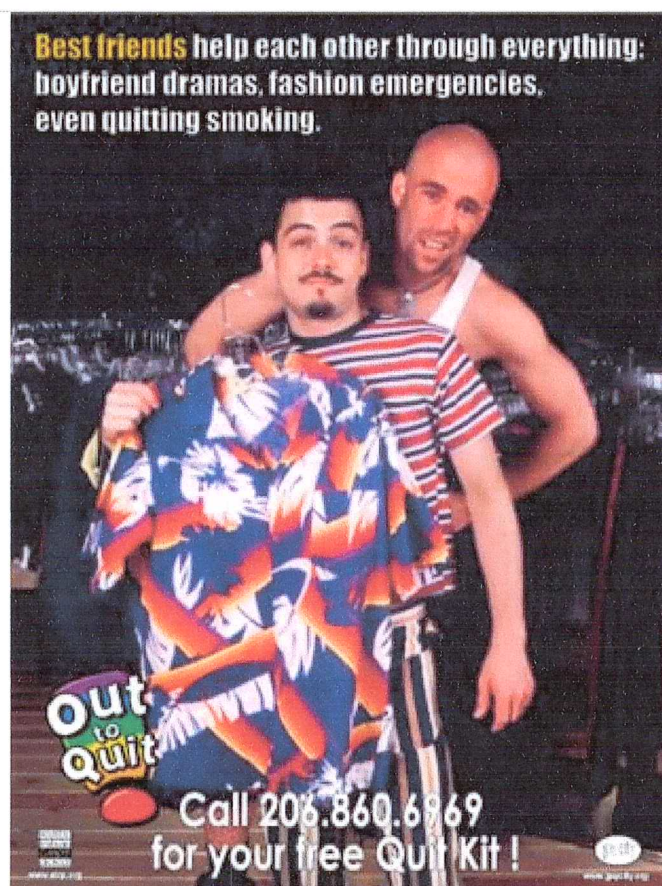
I didn't like it -- I am not a lesbian but i would think butch could be offended by butch.

the reason I like this particular one because it will also speak to male smokers. butch thing is in gay men's community too

there are cigar parties with leather daddies etc
i could see a parallel ad with a leather daddy but this ad as it is would still speak to gay men
i would take out cigarettes, so you can include cigars too

connection between butch and smoking,
there are people in leather community who have smoking fetishes, smoking Marlboro reds, etc,
people smoke as part of their leather identity
its a power thing, an iconic image

it's one of the reasons people go to the eagle
because there is a place where you can smoke and have a drink - at MAL, there's an outside tent where you can smoke - you don't even have to smoke, just breathe and you'll get as much nicotine (50-200 people at any given time)

Out to Quit – 2**Scoring**

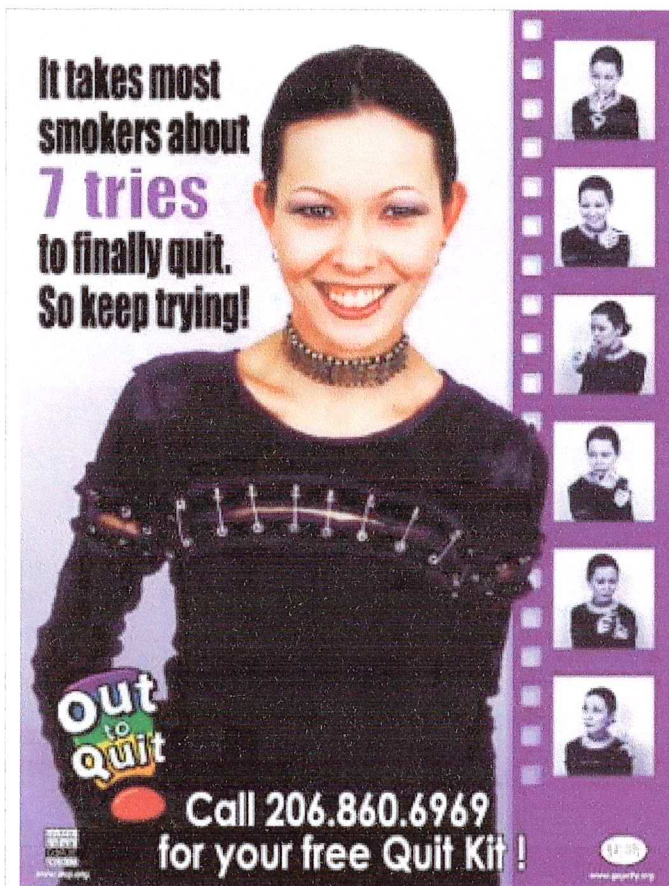
	SD	D	N	A	SA
Message	2			3	2
GBT Men	1			2	
LBT Women	1			1	2
Design	1	1	1	1	3
GBT Men		1		1	1
LBT Women	1		1		2
Total (7)	3	1	1	4	5

Comments: LBT Women:

- Mix up women and men in friends - not just two guys - looks like a couple
- Out to Quit General Comment – Concerned that they are playing on stereotypes

Comments: GBT Men:

I thought the message was downright stupid. I have never had a friend help me quit smoking. I thought it was sort of funny. there are targets for each ads and I don't think people here are in the target he's a fashion emergency right now this is the JR crowd there are always people outside smoking. always more people at the eagle because you don't have to go outside but jr=green lantern

Out to Quit 3**Scoring 22**

	SD	D	N	A	SA
Message			1	2	5
GBT Men					3
LBT Women			1	2	2
Design			2	2	4
GBT Men					3
LBT Women			2	2	1
Total (22)			3	4	9

Comments: LBT Women:

- liked the message

Comments: GBT Men:

positive, not demonizing tobacco
 it's not saying don't smoke directly -- it's subtle and
 providing encouragement
 but if you keep trying you'll make it
 I like the pictures down the side
 it's a cute ad, you could do this with anyone in it.

Be Yourself – 1

Be your
BUTCH
FEMME
LIPSTICK LESBIAN
OUT LOUD AND PROUD
DANCING QUEEN
SMOKE-FREE
self.

Be everything you want to be, and nothing you don't.
When you're ready to quit, the Colorado QuitLine is ready to help.

QuitLine
Be Tobacco Free.
1.800.QUIT.NOW
(1-800-784-8669) / www.coquitline.org

Scoring

	SD	D	N	A	SA
Message		1	1	1	5
GBT Men		1			2
LBT Women			1	1	3
Design		1	2	2	3
GBT Men		1	1		1
LBT Women			1	2	2
Total (17)		2	3	3	8

Comments: LBT Women:

- nice mix of people (diverse)

Comments: GBT Men:

it's cool

I wasn't thrilled, partially because of the names -- it was a bit much, i know you are trying to include the community

I wasn't sure about the pictures at the bottom. might have been better in color.

When Did Smoking Become Part of Us?**Scoring**

	SD	D	N	A	SA
Message	2				5
GBT Men					3
LBT Women	2				2
Design	2			1	4
GBT Men					3
LBT Women	2			1	1
Total (11)	4			1	9

Comments: LBT Women:

- doesn't like it - messes up the rainbow
- if you had a color copy - it would be better

Comments: GBT Men:

that worked, fast and easy to read
 it poses a question that people will think about.
 could put stats on the back
 it's effective
 it makes you internalize

Do It Now

DO IT For yourself For your partner

QUIT SMOKING

FREE Counseling with patch or gum
1-800-Try-To-Stop • 1-800-879-8678

DO IT For yourself For your partner

QUIT SMOKING

FREE Counseling with patch or gum
1-800-Try-To-Stop • 1-800-879-8678

Scoring 18

	SD	D	N	A	SA
Message		1	1	5	3
GBT Men				3	
LBT Women				2	3
Design		1	1	3	3
GBT Men		1	1	1	
LBT Women				2	3
Total (18)		2	2	8	6

Comments: LBT Women:

- like this - like the idea of effecting a person you are in a relationship with

Comments: GBT Men:

- fine
- i wouldnt do it for my partner

Unedited Discussion Notes – Gay, Bi, and Trans Men

3 participants

Q1: What advice would you give to someone who is trying to quit?

cold turkey -- best way. i lasted 8 months to a year but i tried patches but once i have a cigarette in front of me.

i've quit in the past too, mostly because i had to go see my parents. has to do with changing your immediate habits. two triggers: morning coffee & cocktails.

other thing i would do is i don't tell anyone i quit smoking. if you tell someone they try to prod you into having another.

i've had the reverse, people try to take them from me. i don't like nazi nonsmokers/smokers - it's freedom of choice. i still smoke but i do it on occasion with intention.

but if i get a craving, i really examine it to question if i really need it or why do i really want that cigarette. what were you really feeling or thinking that triggered it?

my partner quit cold turkey too. i smoke off and on too because my parents are heavy smokers. i smell it and i want it.

Q1B: are there resources in the community?

no. i don't see anyone. i see nothing that "i want to do that to quit smoking". smoking is not just an addiction -- you love it. every morning i get up and have a cup of coffee and a cigarette - it's a ritual. it's not an addiction like heavy drugs that changes your personality.

Q1C: any groups?

1-800-quit now

just go online

there are ads on the cigarette boxes

ad from phillip morris.

even on the online tobacco companies websites have to have a quit button

i think they're making just as much money by compressing nicotine into pill form.

only additives, etc that make it addictive not tobacco itself

Q2: Patch/Nicotine Gum--

no

yes, i've seen it on the 1800-quit now.

Q3: Review of Pictures

one of the best things i saw for smokers was the body count thing they did. empty lot across from planet hollywood with body bags, showing stacks of body bags showing number of people who died in last hour, etc.

that made an impact.

post color versions because they would make a difference.

last one: might be good in color, but in black and white the text is very hard to read over the image.

same for first thing.

took me a second to figure out what the butch needed more than her cigarettes - writing is too hard to read

#1:

to me it doesn't cause an impact. it's okay i put it in the middle. kind of like all the other advertising for tobacco companies, like their promotional ads

i like the design

i was tepid on the design. in color might have been different.

too much text, it blends in. i understand the message but the way it is now it's wordy, lengthy

intellectually it makes sense but it needs to be shorter

i think it was ineffective and not appealing. i know companies have said this behind closed doors i have no proof that they have said this.

very negative leaning. trying to sell sex to get your attn. do something more creative.

pg3:

message was good. a lot cleaner, shorter on point.

faster and easier to read but still gets message across.

2nd piece of text (stat) makes the point by itself -- you don't need the top part.

i like queer -- speaks to more beyond the lesbian community

i liked layout of ad

pg4:

i thought it was fairly effective, would be better in color.

i like the fact that it's much more diverse and talks about entire gay and lesbian community

i don't know if this is for dc or larger, but there are some people who actively object to queer, but some who use it

that's why you see lgbtq

separates people, us vs. them, if you use queer

if going in publication, i would replace queer with "our community"

i like seeing queer in an ad but it's going to push people's buttons

message is too small, too far down.

put text before you see picture

i didn't get what the faces were covered for

pg5:

message was innocuous.

i didn't like message -- cigarettes are not greatest.

crystal meth, cocaine are far worse.

but he's saying he survived meth, why would he continue to do something that would injure myself?

placing all this judgement on cigarettes saying they are evil for using a cigarette

demonizing cigarette smokers

very new york

i don't see it as demonizing

by default all campaigns demonize smokers

i absolutely refuse to quit if someone is telling me to stop

i don't like being told to do something but i don't mind being asked

he probably will survive longer smoking than on crystal meth

don't say our greatest enemy

it's the person giving their story

i see it as the cigarette is evil

"new greatest enemy" "next greatest enemy"

not everyone is going to agree that cigarrets are greatest enemy
cigarretes were my greatest enemy -- if he said he had to stop smoking - he's achieved it
i would say cigarrests are one of my greatest enmies

pg6:

don't like relationship to lung cancer, my mom smoked and didn't get it
design was attractive, good lighting
does it make a difference that they are real people?
i would assume that these are real people -- it doesn't matter, i can't verify that
even if this is not the actual person, there are people just like her
whether this person is the person or not, but she's credible
supermodles would have cigarette and alcohol problems
i didnt' see names till i got to third one, it blended in

if we did it with 6 dc people that you might recognize, would that make a difference?
if you can find local people
it sounds like an ego trip
it might lend more interest but i don't know that it would be the turning point.
if my husband did this it would be , i realized i spent more on cigarretes than i do on food and that's
when i had to quit.
it wouldn't impress me.
i would make it like this with all ages of people. a lot of the people on the walls here are unknown to the
people are
targeting --
this city changes all the time.

pg7:

attractive ad and message was good. first one where i noticed the name.

pg8:

i think depression is much more daingerous than a cigarette;
i'd rather have her have a cigarette than slash her wrists
pg 7 was better because it was for your health, it's progressing to get better, easier to get better
this is insulting to people with depression
depression is ongoing

outdoor natural settins

pg9:

i really liked this one. it's not as negative about cigarettes. not demonizing, not moralizing, she's
saying i don't need it.
reflecting her own personal decisions. not pushing anything. more positive message to get people to
stop smoking.
it's fun looking.
i would put her on a harley, not a scooter.
i didn't like it -- i am not a lesbian but i would think butch could be offended by butch.

the reason i like this particular one because it will also speak to male smokers. butch thing is in gay men's community too
there are cigar parties with leather daddies etc
i could see a parallel ad with a leather daddy but this ad as it is would still speak to gay men
i would take out cigarettes, so you can include cigars too
connection between butch and smoking,
there are people in leather community who have smoking fetishes, smoking marlboro reds, etc, people smoke as part of their leather identity
its a power thing, an iconic image
it's one of the reasons people go to the eagle because there is a place where you can smoke and have a drink
at MAL, there's an outside tent where you can smoke
you don't even have to smoke, just breathe and you'll get as much nicoting
50-200 people at any given time

pg 10:

i thought the message was downright stupid. i have never had a friend help me quit smoking.
i thought it was sort of funny.
there are targets for each ads and i don't think people here are in the target
he's a fashion emergency right now
this is the JR crowd
there are always people outside smoking.
always more people at the eagle because you don't have to go outside
but jr=green lantern

pg 11:

positive, not demonizing tobacco
it's not saying don't smoke directly -- it's subtle and providing encouragement
but if you keep trying you'll make it
i like the pictures down the side
it's a cute ad, you could do this with anyone in it.

pg 12:

it's cool
i wasn't thrilled, partially because of the names -- it was a bit much, i know you are trying to include the community
i wasn't sure about the pictures at the bottom. might have been better in color.

message was good, easy to read. couldn't get the pictures.
people at the bottom i wouldn't put in any of those categories -- they don't look butch, etc
ones on the ends are good with couples holding each other

pg 13:

that worked, fast and easy to read
it poses a question that people will think about.
could put stats on the back
it's effective

it makes you internalize

pf14:

fine

i wouldn't do it for my partner

i didn't do it for my parents

cat won't make any selling points

it would have been nice if my partner had quit for me but he didn't. but it did affect my smoking habits

it's a nice idea

favorites:

smoking become a part of us & 7 tries -- poses question, turns it back to the person, 7 tries is cute and doesn't beat you up for still smoking

and it offers help, which is everything an ad should do

7 tries perfect ad that would work with anyone, smoking become a part of us, as a campaign the greatest enemy with some tweaking

butch lesbian, 7 tries -- they don't demonize you for smoking and they encourage you and provide a way to get a quit pack

greatest enemy ads could be stronger with quotes to show that they are real people

dislikes:

first one, it's the twink look

it would be interesting to see what happens if you shuffle these

Q4: HIV & Smoking

cigarettes don't give you HIV

they are not good for bolstering the immune system

best thing you can do to improve your numbers is quitting

HIV stat -- are you surprised?

no, wouldn't surprise me

would it make you more or less likely to smoke around friends who are positive?

most of my HIV positive friends do smoke

most people i know who smoke do so socially

they don't sit at home smoking a pack

i have friends who are HIV positive who don't smoke, but occasionally when they come to the lantern will ask me for one

they know their health status, they make a conscious decision to do so

if it makes them natural or normal

my doctor has told me 1-2 a day is okay and won't hurt me

i know i feel better, and there are periods when i don't smoke, and i feel better, but i still do it even though i am positive

i don't know who is and who isn't. i'm not going to go up and ask someone.

in all honesty, you can't smoke in a bar, at private parties, there's a window or a back deck, in my car a smoke -- but anyone who rides with me has to know that.

i haven't been to an event unless it's my close friends who are smokers, it's a given rule that there is no smoking inside.

i realized how much nicotine it lays down when someone stayed in my space and smoked indoors.

i don't light up unless other people are.

promote that info at HIV clinics, within that community. don't promote openly. great amount of stigmatism between pos and neg communities

i don't think that the majority of smokers would take it into account before they light up.

generally smokers are more considerate than that now.

showing a close up of pores, lips might do better with narcissists

if there were a GLBT cessation program, would you be more likely to do it if were LGBT?

- i have to want to quit smoking or not. i don't think a support group would help. it would have to have something that would motivate me.

native american rituals got me to quit the first time. i just try not to do it unconsciously now.

i don't think you can have a program like NA or AA for cigarettes. the consequences of going back to cigarettes are not the same.

for me it's a question of changing my habits. when my ex bought a condo we always went outside even though we were both smokers.

it really cut me back though.

getting it out of the bars, etc has had a huge impact.

new campaign on tv that is really good about changing your habits of your everyday life so you can quit smoking. one is a guy starting the day without a cigarette

he does everything wrong (it's exaggerated). tag line: if you can start the day without a cigarette, you can stop smoking

when i got to gw, took class called bio for non-science majors from chair who was a smoker, he said normally in population, as education goes up,

smoking goes down. holds true in general population but not in gay community.

put something in positive GLBT mag, target HIV clinics and doctors

Unedited Discussion Notes – Lesbian, Bi, and Trans Women

If you knew someone who was ready to quit, what advice would you give them?

- find out where a support group is or suggest they go to a support group
- dupont circle physicians - support group
- red cross support groups
- find another friend to quit with
- pick a day
- not aware of any resources for lesbian and/or bi women who want to quit smoking

Do you know that you can get the patch or gum for free?

- Yes, was aware of a department of health program where you can get the patch and gum
- Two folks had done the program at the Department of Health - was difficult to go because it was during the day.

Patch versus Gum

- One person had heard that if you smoke while you have the patch that it could kill you.
- a couple of women say they have never tried to quit smoking.
- one person asked about a twelve step style group for quitting smoking?
- one person mentioned using chew sticks to quit smoking
- another person mentioned hard candy as a way to quit smoking

Concerns about Quitting

- One person is concerned about gaining weight / specifically because of diabetes.
- About half of the folks had not heard about the Mautner Project
- None of the women had thought about Mautner as a place to quit smoking.

Outreach

- Go to the clubs - Gloria Wells events - Resources listed in the Blade.
- outreach at Pride events
- One person suggested the rec centers and the pools in DC
- One person identified as a recovering alcoholic and addict, and said she didn't know she could do it till she knew the groups existed, and that if more folks knew there were programs specifically for lesbians, that would be great.
- Lesbian Club - The Delta - 10th and Michigan Northeast.

Ads

Why do we support them 1

- positive reaction
- felt like there wasn't a connection between the picture and the person
- too many words - a bit confusing
- maybe too many words
- didn't like the tagline 'why do we support them when they don't support us' but liked the general idea of the message.

Why do we support them 2

- didn't like the use of the word 'queer'

- two people said they don't necessarily believe that we are more likely to smoke
- was distracted to half of the face

Why do we support them 3

- most folks found the ad confusing

Why do we support them general comments -

- thought this was a bit of a negative message

My Greatest Enemy 1

- positive reaction but thought the wording was a little bit confusing
- I survived crystal meth - rather than the text
- liked the photographs

My Greatest Enemy 2

- liked this ad - changing the wording

My Greatest Enemy 3

My Greatest Enemy 4

My Greatest Enemy general comments

- Liked that they were photographed in the background
- Concerned that folks might relapse
- using a real person catches your attention
- the people look more diverse than the first set

Out to Quit - 1

- different reactions
- would register with certain people

Out to Quit 2 -

Mix up women and men in friends - not just two guys - looks like a couple

General comments

- Second hand smoke - is motivated to quit b/c of the effect smoking has on friends, and PETS
- one person said GLBT folks are more likely to use drugs - and that it's connected to depression

Out to Quit 3 -

- liked the message

Out to Quit General

- a little bit too much of a stereotype

Be Yourself

- nice mix of people -

When did smoking

- doesn't like it - messes up the rainbow
- if you had a color copy - it would be better

Do it NOW

- like this - like the idea of effecting a person you are in a relationship with

FAVORITES

- My Greatest Enemy
- Out to Quite Motorcycle and be yourself / partner
- DO IT NOW
- Out to Quit #2
- MYGREATEST ENEMY

Relationship with HIV and smoking

- no idea about the relationship between HIV and smoking
- never came to mind b/c I know HIV positive folks who smoke
- have a book that provides information about HIV and smoking
- we need to have informational brochures with talking about HIV.
- HIV would be a good place to quit

Adina and David's Notes

- Lack of information out there specifically among different communities
- Nobody mentioned WWC or Mautner
- People Liked My Greatest Enemy - People

"Being Queer is enough " as a possible message

LGBT is preferred to queer most of the time
queer is seen as a male-focused term