



Welcome to the Clean Air OC Coalition Newsletter



*In this newsletter
you will find:*

- Latest News
- Internship opportunity
- Holiday Reflections
- Community Interviews
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- And More!

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Holiday Reflection

SEEING IS BELIEVING BUT
SOMETIMES THE MOST REAL
THINGS IN THE WORLD ARE
THE THINGS WE CAN'T SEE—

CHRIS VAN ALLSBURG
"THE POLAR EXPRESS"





LIVE IN CYPRESS? CARE ABOUT YOUR COMMUNITY?



We are kindly seeking Cypress community members who are interested in sharing their opinions about a city-wide smoke-free policy with us! Your time will be compensated with a \$25 gift card.



**\$25
GIFT CARDS!**
FIRST COME,
FIRST SERVE

Please contact :

- ana.marson@lgbtqcenteroc.org
(714) 953-5428 xt. 2250
- diana.saavedra@lgbtqcenteroc.org
(714) 953-5428 xt. 2115

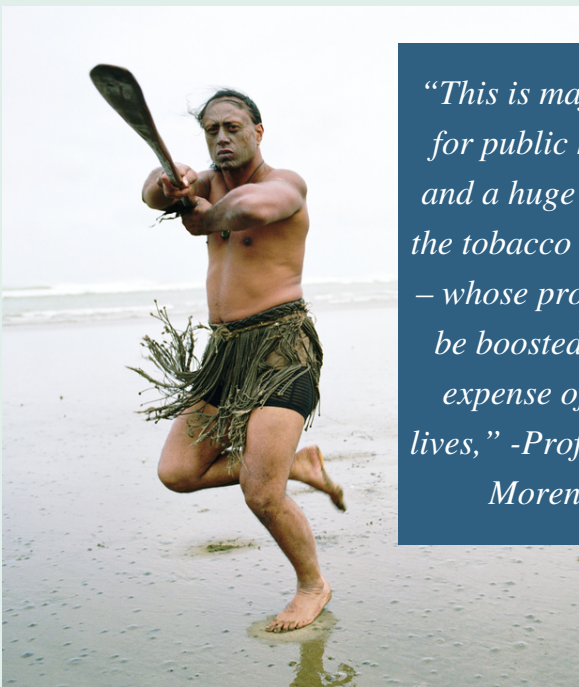
NEW ZEALAND SCRAPS WORLD-FIRST SMOKING ‘GENERATION BAN’ TO FUND TAX CUTS

NOVEMBER 26, 2023
SOURCE: [LINK](#)

New Zealand’s new government will scrap the country’s world-leading law to ban smoking for future generations to help pay for tax cuts – a move that public health officials believe will cost thousands of lives and will be

“CATASTROPHIC” FOR MĀORI COMMUNITIES.

In 2022 the country passed pioneering legislation which introduced a steadily rising smoking age to stop those born after January 2009 from ever being able to legally buy cigarettes. The law was designed to prevent thousands of smoking-related deaths and save the health system billions of dollars.



“This is major loss for public health, and a huge win for the tobacco industry – whose profits will be boosted at the expense of Kiwi lives,” -Prof Lisa Te Morenga



*“This move suggests a disregard for the voices of the communities most affected by tobacco harm – favouring economic interests,”
- chief executive Jason Alexander.*

The legislation to phase out smoking for future generations, contained a slew of other measures to make smoking less affordable and accessible. It included dramatically reducing the legal amount of nicotine in tobacco products, allowing their sale only through special tobacco stores, and slashing the number of stores legally allowed to sell cigarettes from 6,000 to just 600 nationwide.

The laws were due to be implemented from July 2024. But as part of its coalition agreement with populist New Zealand First, National agreed to repeal the amendments, including

“REMOVING REQUIREMENTS FOR DE-NICOTISATION, REMOVING THE REDUCTION IN RETAIL OUTLETS AND THE GENERATION BAN”.



WINTER/SPRING 2024 INTERNSHIP OPPORTUNITY

We are looking for undergrad and grad students who are interested in gaining experience in public & environmental health, LGBTQ issues, tobacco control, and policy and systemic change.



INTERNSHIP PROGRAM:

Paid Internship!
8-10 Weeks

You will be supporting our wonderful team with a variety of activities such as coalition building, communications, community engagement & outreach



**JOIN OUR
TEAM!**

EXPAND YOUR
KNOWLEDGE &
SKILLS WHILE
ALSO HAVING FUN!

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HOW BIG TOBACCO STILL TARGETS LGBTQ PEOPLE THROUGH ADS

AUGUST 1, 2023
SOURCE: [LINK](#)

LGBTQ individuals consume tobacco products at much higher rates than their heterosexual counterparts—with certain populations, like sexual minority women and transgender individuals, reporting more than three times higher use of cigarettes than their cisheterosexual counterparts.



“CAREFULLY CRAFTED THEIR ADVERTISING TO THE LGBTQ COMMUNITY.”

Research funding for LGBTQ communities largely goes toward work on HIV, sexually transmitted infection testing, and HIV-preventing pre-exposure prophylaxis. Less than 3% of National Institutes of Health funding goes towards research on prevention and cessation of tobacco use..

TARGETED ADS PLAYED ON LANGUAGE IMPORTANT TO THIS COMMUNITY, INCLUDING TAGLINES MENTIONING “PRIDE” OR “THE RIGHT TO CHOOSE.”



This is no coincidence, said LDI Senior Fellow Andy Tan, PhD, MPH. The tobacco industry’s marketing has “systematically targeted” the LGBTQ community for decades, said Tan.

Rather, marketing has shifted from targeting by demographics to targeting by psychographics, Tan said. With psychographics, the tobacco industry can tailor advertisements to interest groups, such as certain fashion or video game communities where LGBTQ individuals are more represented.

FUNDING OPPORTUNITY ANNOUNCEMENT



This funding opportunity aims to build and increase capacity by funding organizations and/or individuals interested in subcontracting with the LGBTQ Center OC and participating in LGBTQ+ tobacco control efforts. Click [HERE](#) for more information. .

ELIGIBILITY:

- APPLICANTS MUST LIVE OR WORK IN ORANGE COUNTY
- APPLICANTS MUST EXHIBIT LEADERSHIP AND VERIFY EXPERIENCE WORKING WITH LGBTQ+ COMMUNITIES AND STAKEHOLDERS
- MUST SUBMIT A W-9 FORM
- 501 (C)(3) NONPROFITS MUST SUBMIT EVIDENCE OF 501(C)(3) STATUS



Select applications will receive \$4,500 to participate in the Clean Air OC's Community Engagement Agreement Program to engage in LGBTQ+ community & allies in tobacco control activities.

Application is linked below.

[CLICK HERE FOR APPLICATION](#)

ANA.MARSON@LGBTQCENTEROC.ORG
(714) 953-5428 XT. 2250

DIANA.SAAVEDRA@LGBTQCENTEROC.ORG
(714) 953-5428 XT. 2115



Fresh Air, Fresh Eats

SMOKEFREE OUTDOOR DINING

THE BENEFITS OF SMOKEFREE OUTDOOR DINING

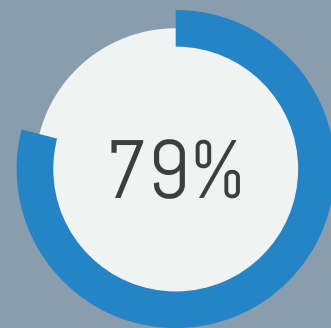
- » Happier and healthier employees and customers. Less tobacco litter.
- » Positive, healthy behavior modeled for youth.

WHY SMOKEFREE OUTDOOR DINING IS IMPORTANT

- » Even outdoors, there is no safe level of exposure to secondhand smoke.
- » Breathing secondhand smoke can increase the risk of lung cancer, heart disease, and stroke.
- » Secondhand smoke from vaping, cigarillos, hookah, and marijuana contains many of the same toxic chemicals as cigarette smoke.

JOIN THE SMOKEFREE OUTDOOR DINING MOVEMENT

- » California's Smokefree Workplace Law prohibits smoking and vaping in all indoor workplaces including restaurants and bars but does not apply to outdoors.
- » Hundreds of cities, counties, and restaurants have adopted smokefree outdoor dining and bar patio laws—and so can you!
- » Click [here](#) to check out the current list of all the jurisdictions in California with smokefree outdoor dining policies:



79% of Californians Prefer SMOKEFREE OUTDOOR DINING

REFERENCES

1. Cameron, M, et al. Secondhand Smoke Exposure in Outdoor Dining Areas and Its Correlates, Tobacco Control Journal, 2010.
2. U.S. Department of Health and Human Services. The Health Consequences of Involuntary Exposure to Tobacco Smoke: A Report of the Surgeon General. Secondhand Smoke: What It Means to You. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, Coordinating Center for Health Promotion, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2006
3. California Tobacco Control Program. (2019). What you need to know about all secondhand smoke and vape. Retrieved from <https://tobaccofreeca.com/secondhand-smoke/health-risks-of-secondhand-smoke/> [Accessed 9/9/2019].
4. California Department of Public Health. California Adult Tobacco Survey, 2020.