

Welcome to the Clean Air OC Coalition Newsletter



In This Newsletter You Will Find:

- Pride Month
- Latest Tobacco News
- Upcoming Events
- Resources
- And More!





SEE WHAT'S INSIDE

03 LGBTQ+ PRIDE MONTH

05 TOBACCO AND PRIDE

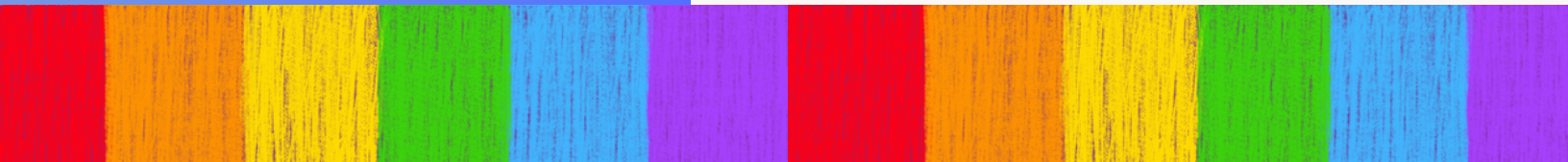
06 MOTION BEYOND PRIDE EVENT

07 NICOTINE AND YOUTH

08 KICK IT CA RESOURCES

09 JOIN CAOC COALITION

10 ADD US!



@CLEANAIRCOALITION

@LGBTQCENTEROC



JUNE 2024
HAPPY
PRIDE MONTH
#LOVEWINS!



**“HOPE WILL
NEVER BE
SILENT.”**

-Harvey Milk

“For the Tobacco Industry, Pride Month is a PR Opportunity”

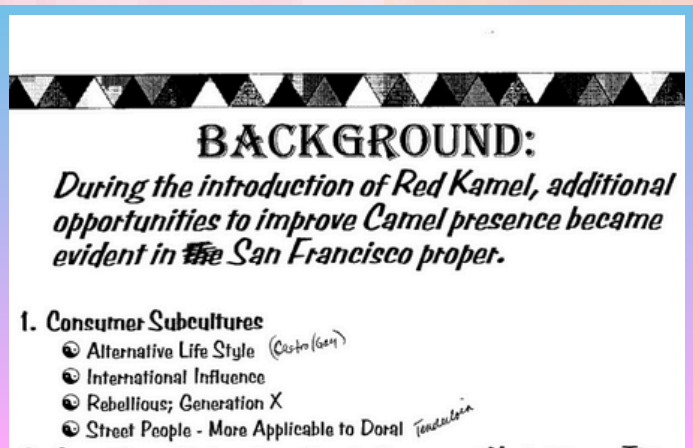
JUNE 22, 2023
SOURCE: LINK

The tobacco industry has a history of targeting marginalized people who already face economic and/or health inequities, including Black people in the U.S., women and LGBTQ+ people. Tobacco companies began trying to reach a mass LGBTQ+ audience in the 1980s and '90s.



The tobacco industry’s internal attitudes toward the LGBTQ+ community didn’t always match the positivity of its external messaging. As the Truth Initiative highlights, a mid-1990s marketing plan by R.J. Reynolds to target gay men and homeless people in the U.S. was called “Project SCUM.”

“WHEN YOU LOOK AT THE TOBACCO INDUSTRY’S PREDATORY MARKETING TO THE LGBTQ+ COMMUNITY AND THE SOCIAL INEQUITIES IT PERPETUATES, IT’S EASY TO SEE THAT IT IS PROFIT—NOT PRIDE—THAT MATTERS TO THE TOBACCO INDUSTRY.”



Page 2 of Project SCUM.
Reads as: “Alternative Life Style (Castro/Gay)”

While the industry broadcasts what it publicly supports, it tries to hide what it doesn’t support—such as flavor and menthol bans. The industry has targeted its menthol products at the LGBTQ+ community, just as it targeted them at Black Americans. This is especially concerning, as menthol tobacco is known to appeal to young people, make smoking more palatable and be harder to quit. The result of this targeted marketing? As of 2010, about 36% of LGBTQ+ smokers reported smoking menthols, versus about 29% of straight smokers.

Sunday June 23rd | Frida doors open at 1pm

Celebrate Pride Month with
the LGBTQ Center OC & Double Hockey STIX!

“MOTION BEYOND PRIDE”

JOIN US FOR A FREE SCREENING OF
“LIVES BEYOND MOTION” HAPPENING AT 230PM AT
THE FRIDA CINEMA
FOLLOWED BY:

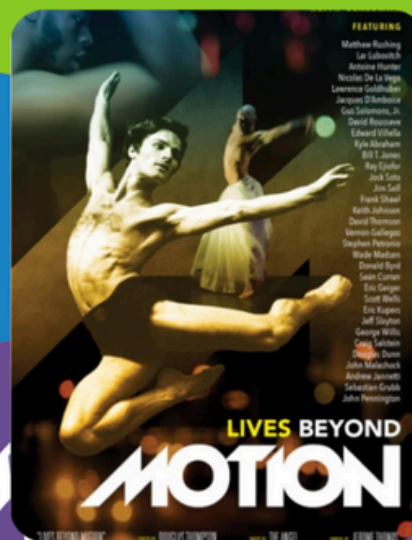
Live Music | Market | Resource fair | Drag Show |
HIV Testing & more!

Shop the Market with
vendors and resources
from 12-5!

SCAN TO LEARN MORE &
REGISTER FOR THE FILM!



THE SCREENING WILL BE FOLLOWED BY A Q&A
WITH FILMMAKERS AND CAST MEMBERS
MODERATED BY FORMER EXECUTIVE AND ARTISTIC
DIRECTOR OF THE THE WOODEN FLOOR, MELANIE
RIOS-GLASER.



“TOBACCO AND NICOTINE INDUSTRY TACTICS ADDICT YOUTH FOR LIFE”

MAY 23, 2024
SOURCE: [LINK](#)

The World Health Organization (WHO) and STOP, a global tobacco industry watchdog, are launching today “Hooking the next generation,” a report highlighting how the tobacco and nicotine industry designs products, implements marketing campaigns and works to shape policy environments to help them addict the world’s youth.

The emergence of e-cigarettes and other new tobacco and nicotine products present a grave threat to youth and tobacco control. Studies demonstrate that e-cigarette use increases conventional cigarette use, particularly among non-smoking youth, by nearly three times.

“HISTORY IS REPEATING, AS THE TOBACCO INDUSTRY TRIES TO SELL THE SAME NICOTINE TO OUR CHILDREN IN DIFFERENT PACKAGING.”



Youth advocates taking a stand against the industry’s marketing.

These industries continue to market their products to young people with enticing flavours like candy and fruit. Research in the United States of America found that more than 70% of youth e-cigarette users would quit if the products were only available in tobacco flavour.



Data show that children are using e-cigarettes at rates higher than adults

WHO urges governments to protect young people from the uptake of tobacco, e-cigarettes and other nicotine products by banning or tightly regulating these products. WHO recommendations include creating 100% smoke-free indoor public places, banning flavoured e-cigarettes, bans on marketing, advertising and promotion, higher taxes, increasing public awareness of the deceptive tactics used by the industry and supporting youth-led education and awareness initiatives.

RESOURCES

TOBACCO CESSATION

THE LGBTQ CENTER OC'S CESSATION SERVICES:

- CIGARETTES/CIGARS
- VAPES/E-CIGS
- CHEWED TOBACCO
- OTHER

[CONTACT US TODAY!](#)

KICK IT CALIFORNIA

Kick It Quit App



Call Now

800-300-8086

Schedule a Call

[Sign Up](#)

Text Program

["Quit Smoking" to 66819](#)

["Quit Vaping" to 66819](#)

THE CENTER'S SERVICES:

- FIND AN AFFIRMING PHYSICIAN
- FREE HIV & STI TESTING AND PREVENTION
- IMMIGRATION RESOURCES
- MENTAL HEALTH & THERAPY
- TRANSGENDER RESOURCES
- YOUTH & YOUNG ADULT GROUPS
- ADULT GROUPS

LGBTQ+

Beyond tobacco cessation services, The Center provides various services to LGBTQ+ individuals and their loved ones.

Click on each service to the left to learn more.

We Invite you to **JOIN**



Join the CAOC Coalition today to start
advocating for a cleaner tomorrow

Monthly
Virtual Meetings

REGISTER NOW!!



More Information :
714.953.5428 x 2618
@cleanairoccoalition



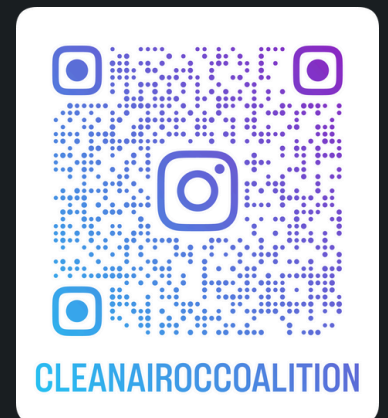


Follow us for more

ADD US ON INSTAGRAM

@ cleanairoccoalition

Stay updated with our latest events!





Join Clean Air OC in saying a heartfelt goodbye to our intern



THANK YOU DIMOND!

Thank you for all of your hard work, enthusiasm, and creativity. Your dedication made a huge impact on our project, and we will all greatly miss you! We wish you all the best on your future endeavors.

interested in becoming an intern? contact: erin.groman@lgbtqcenteroc.org

