

Celebrating Portland Pride 2022

Maine Tobacco Prevention Success Story

AT A GLANCE

For the first time since 2019, the Portland Public Health's (PPH) Tobacco Prevention Team was able to venture out into the community to celebrate Pride Month events and create networking opportunities through tabling at the Pride Portland festival in Deering Oaks Park. In addition to re-introducing in-person outreach strategies, PPH continued to offer virtual opportunities for community participation.

..... PUBLIC HEALTH CHALLENGE

The legacy of targeted marketing lives on. LGBT communities continue to be a population that tobacco disproportionately affects. Lesbian, gay and bisexual youth are twice as likely to smoke a cigarette before they are 13 years old. About one in four lesbian, gay and bisexual adults smoke cigarettes, compared to one in six heterosexual adults. While there is little information on smoking prevalence among transgender individuals, the U.S. Centers for Disease Control and Prevention states that the population is "especially vulnerable."

APPROACH

PPH has been working to maintain relationships and remain visible in the community while in-person Pride celebrations have been halted over the past two years. The team did so by hosting virtual events and using their social media presence to disseminate information about the disproportionate health impact that commercial tobacco products have on LGBT communities. In addition to Portland DTPPs tabling at in-person celebrations this year, PPH continued to facilitate virtual programming that challenged participants to 'scavenge' Cumberland County for Queer-owned businesses and answer questions about how predatory marketing from Big Tobacco has historically targeted LGBT communities.

..... RESULTS

PPH, over the course of the Pride Portland festival held in Deering Oaks Park, was able to reach roughly 650 festival goers. Not only was tabling this event an effective way to directly reach community members, but it also provided an opportunity for DTPPs to network with the other organizations and community leaders. DTPP contact information was exchanged with other health focused organizations, and plans for future collaborations were often discussed eagerly.

"I can't believe [PPH has] rainbow themed resources! What a neat way to support Queer folk here in Portland! I'm going to grab one for my roommate."

Festival goer at Portland Pride Festival 2022



For More information contact us at
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