

STOMP

Stop Tobacco On My People

- A network of communities who have come together to jointly address tobacco-related health problems in New Mexico.
- Comprised of racial/ethnic communities, women, gays and lesbians, blue collar and low-income people, persons living with disabilities, rural residents and 18-24 year olds



STOMP's Mission

*To promote awareness and action
among New Mexicans disproportionately
affected by tobacco in order to eliminate
health disparities*



STOMP's Philosophy

Health disparities related to social injustice,
discrimination & marginalization



STOMP's Staff

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Why LGBT?

- Twice the Rate of Smoking
- More Dangerous than HIV+
- Less Access to Healthcare
- Higher Rate of Breast Cancer



LGBT Smoking

- Anger Management
- Stress Reduction
- Part of Bar Culture
- Social Tool
- Connection to Sexuality



Tobacco Marketing

- Strong Market Base
- Brand Loyalty
- Publications & Organizations Need \$\$
- Ignored by Tobacco Control
- Other Problems Dominate Agenda



Tobacco Industry Strategies

- Direct Advertising
- Indirect Advertising
- Event Sponsorships
- Outreach Efforts
- Community Promotions



LGBT Initiative

- Funded by Dept of Health, Tobacco Program
- Statewide Activities Required
- Budget of \$12,000
- First Year: 2003-04



First Steps

- Hire Statewide Coordinator
- Gay American Smoke Out – gaysmokeout.net
- Training at National Conference
- Exhibit Materials
- Internet Research



Outreach

- Youth Groups
- Civil Rights Groups
- HIV Agencies
- PRIDE Committees



Steering Committee

- Diverse
- Include Allies
- Geographically Dispersed
- Volunteer



Campaign Objectives

- First: Raise Awareness
- Second: Expose Marketing
- Third: Offer Help to Quit



Effective Messages

- References to Sexuality
- References to Culture
- Protect Our Community
- Stand Up to Industry



New Mexico Materials

- Ad
- Flyer
- Palm Cards
- Article



Events

- PRIDE Parades & Fairs
- Youth Groups
- HIV Agencies



Future Plans

- Expand to Rural Areas
- Add Gatekeeper Partners
- Fund Media Campaign
- Out-of-State Conferences