

A request for proposals has been issued by the Oregon Department of Human Services (ODHS) Tobacco Prevention and Education Program to fund capacity-building grants to organizations that work with GLBT people in Oregon. The grant currently funds \$42,000 for the remainder of the fiscal year (to June 30, 2005), with intention to continue the contract at the rate of \$50,000 per year.

The general aims of the Tobacco Prevention and Education Program are to encourage ideas that work to cut the number of active smokers across the state. The program's work includes advocating higher taxes on tobacco products, limiting access of minors to tobacco so that they never start smoking, limiting the general public's exposure to secondhand smoke, limiting tobacco marketing and providing support for those who want to quit.

There have been radical changes in society's attitudes toward tobacco in the past 20 years. Officials estimate that 1,800 lives and \$450 million will be saved in Oregon as a result of these changes.

Oregon's Tobacco Prevention and Education Program is nationally recognized for its successes. Since the program's inception in 1997, per

MONEY HELPS FAGS STOP SMOKING FAGS

Oregon Department of Human Services to grant \$50,000

by Sarah Dougher

capita tobacco consumption has been reduced by 29 percent—twice the national average—and smoking prevalence in adults has been reduced by 12 percent. This reduction is a result of providing resources and support to local coalitions, school-based programs, public awareness and educational efforts, the Oregon Tobacco Quit Line, tribal programs and other multicultural projects. But there are still many specific populations who are targeted by tobacco companies and who smoke at a much higher rate than the general public.

ODHS has recognized certain populations in Oregon that have increased tobacco use, among them the GLBT community. (Other targeted populations include tribal and urban American

Indians, African Americans, Latinos, and Asians and Pacific Islanders.) Program director Luci Longoria characterizes tobacco use as both a public health as well as a social justice issue. Although the public health model is utilized in establishing priorities, the policies that are set and implemented work best when they reflect a good understanding of the community who is served, and what meanings and values these communities attach to tobacco use. Often populations targeted by tobacco companies lack other kinds of health and social justice advocacy.

A successful example of the involvement of a population-specific organization in the field of tobacco prevention and education comes from the partnership established between the Oregon Human Development Corporation and the ODHS. Serving the Latino population on issues of farm workers' rights and job development, this organization has a close relationship with the people it serves, and it understands what motivates their clients to get involved with a quit-smoking program.

ODHS is setting its sights on granting capacity-building funds to community partners who

can research and identify GLBT smokers, and conduct programming and intervention in at least two counties in Oregon. Although generally monies for tobacco education are earmarked for direct service, these grants are meant to provide training and technical assistance, with the help from the state agency. The money for these grants comes partially from the Centers for Disease Control and Prevention, partially from the

1996 tobacco tax and from the state, although funding for the program was cut by two-thirds in the 2003 legislative session. In terms of national programs that serve GLBT people, the CDC has recently identified disparities in health care, particularly tobacco education for the GLBT population, and has established a network based at

the Orange County LGBT Community Center.

Oregon has the most complete data in the country for numbers of gay and lesbian smokers. In Oregon's general population, smoking prevalence is at 21 percent, with 23 percent male and 19 percent female. In the GLB (not enough T's answered the survey to get accurate data) population, smoking prevalence in Oregon is 34 percent overall, with 42 percent male and 26 percent female. GLB Oregonians smoke at a much higher rate than the general population, according to this 2003 preliminary data.

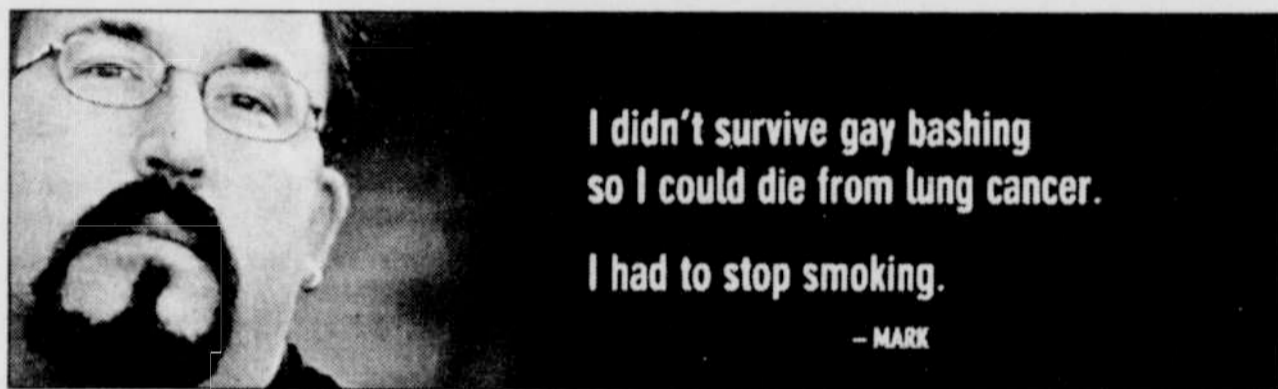
Watch the pages of *Just Out* for more information about the request for proposals as they become available. **JOT**

For more information about TOBACCO PREVENTION AND EDUCATION for specific populations, contact Luci Longoria at 503-872-6707 or luci.longoria@state.or.us.

OREGON SMOKERS

* General population: 21 percent overall, with 23 percent male and 19 percent female.

* Gay/lesbian/bi population: 34 percent overall, with 42 percent male and 26 percent female. (Not enough trans respondents were available to get statistics.)



**I didn't survive gay bashing
so I could die from lung cancer.**

I had to stop smoking.

— MARK

One of a series of images from the ad campaign sponsored by the Orange County GLBT Center. Go to MyGreatestEnemy.org to see more.

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