



Working with the LGBTQ+ Community in  
Smoking Cessation (YSFC)

- LGBTQ+ people are 46% more likely to smoke than the general population
- 86% of LGBTQ+ people want to quit smoking



Adult general population prevalence 2024  
Calderdale = 10.7%  
Y&H = 12.0%  
England = 10.4%

# Some reasons for higher smoking rates in LGBTQ+ communities

- Barriers to accessing services - previous experiences, settings, service not appealing (marketing), discrimination
- Higher levels of stress & anxiety, mental health conditions – smoking seen as a coping strategy
- More socially acceptable, smoke to fit in, make friends, peer pressure
- Smoking and alcohol and drug use



# Queer as Smoke campaign

Funded through the government grant to support local authority led stop smoking services

Collaboration between Public Health Calderdale, Yorkshire Smokefree Calderdale and the Brunswick Centre



With **all of us** in mind.

# Objectives



Yorkshire  
Smokefree Service

- Target quit messages to the LGBTQ+ communities in Calderdale
- Improve service access
- Increase the number of supported quit attempts among LGBTQ+ communities
- Support the local workforce through training and access to resources
- Engage the communities and their assets

With **all of us** in mind.

# Activities

- Develop the brand and marketing materials
- Marketing and media campaigns, targeting LGBTQ+ communities
- Staff LGBTQ+ awareness training and support
- Staff Very Brief Advice (VBA) on smoking training
- Outreach, including local Pride events

## Keys to success

- Partnerships, collaboration, communication
- Whole team approach, reciprocal training, breaking down barriers
- Willingness to reflect on services to change and develop
- Joint outreach, working as a team, shared aims
- Having a project lead to drive forward delivery and keep the campaign on track
- Utilising our digital platforms
- Funding and support from Public Health

## Campaign legacy

- Staff training and improved awareness of LGBTQ+ communities within the stop smoking service
- Strengthened relationships between Yorkshire Smokefree Calderdale & the Brunswick centre
- **Embedding smoking under the ‘Well proud’ banner ensures the conversations with smokers continue**



# Yorkshire Smokefree Service



With **all of us** in mind.



## Yorkshire Smokefree & The Brunswick Centre Queer as Smoke Campaign