

**OUT AGAINST
BIG
TOBACCO
LOS ANGELES**

**LATINE MENTAL HEALTH
SOCIAL MEDIA CAMPAIGN**

*Addressing Tobacco Disparities in Latine and LGBTQ+ Communities
through Culturally Relevant Mental Health Strategies*

Disclaimer

We recognize that no single term can represent the full diversity of experiences and identities within the community. We use ***Latine*** in this social media toolkit as an **inclusive, gender-neutral option that aligns more closely with Spanish language structures**. We respect that individuals may identify with different terms such as Latino, Latina, Latinx, or others, and **honor everyone's self-identification.**

***LATIN-
O/A/X/E***

Table of Contents



Slides 1-5

Introduction



Slide 6

How to use this Social
Media Toolkit



Slides 7-9

Graphics and their
Captions



Out Against Big Tobacco LA (OABT-LA) has developed a social media toolkit designed to empower and inform communities with essential insights, facts, and information on the tobacco-related health disparities impacting many Latine LGBTQ+ individuals. This resource highlights the intersection of mental health, cultural values, and tobacco use, shedding light on systemic challenges.

Through a culturally relevant lens, the toolkit explores concepts like machismo and marianismo, which can contribute to stress and distinct health challenges in the community. By addressing these cultural dynamics, OABT-LA advocates for inclusive, community-centered solutions that promote health equity and tobacco-free living.

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How to Use this Toolkit

- **Share the Graphics**

- Use any of the graphics individually or combine them to tell a fuller story.
- Post them across your social media platforms to spread the message.

- **Ready-to-Use Captions**

- Slide decks created by us include a caption you can copy and paste. Examples can be shown within this document *or* our [Social Press Kit](#).
- Alternative text is accessible via the [Social Press Kit](#).

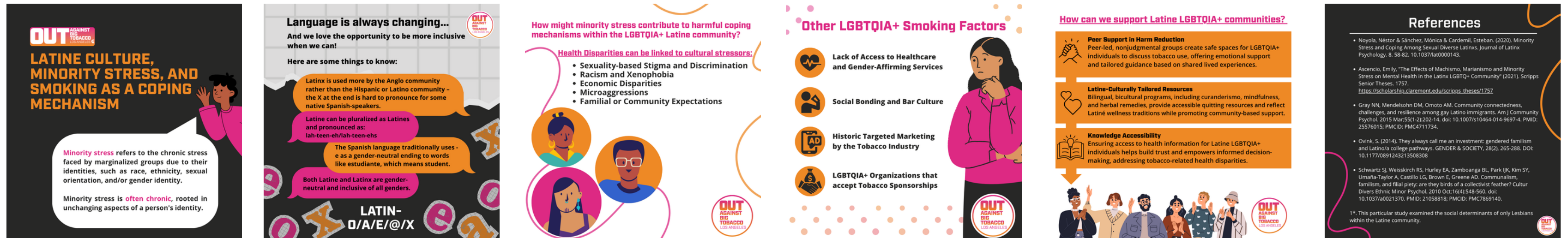
- **Our Social Press Kit**

- Our [Social Press Kit](#) makes it easy — just download, copy, paste, and post.
- Access everything in one place for a streamlined sharing experience.

[Link to our Social Media Press Kit](#)



Graphics:



Caption:

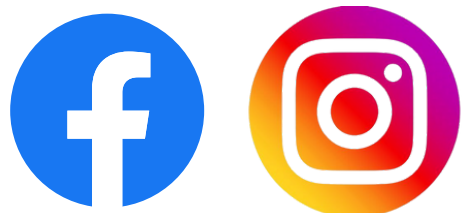
Let's talk about minority stress and smoking in LGBTQ+ Latine communities 🌈👏

Swipe to learn why we say Latine, explore the impact of minority stress, and understand how identity, culture, and systems intersect to shape health outcomes.

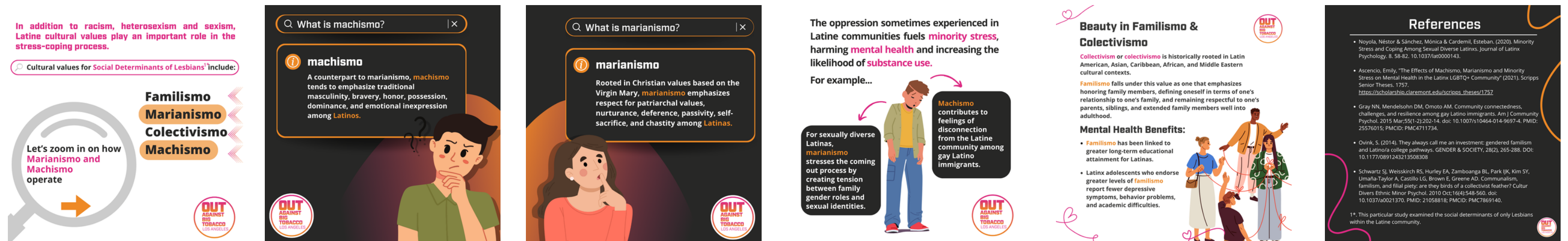
Whether you're an ally or part of the community, we ALL have a role in creating inclusive, respectful, and healing spaces. Let's do the work together.👊

#LatineAndProud #LGBTQLatineHealth #MinorityStress #HealthEquity #SmokeFreeCommunities #QueerLatineVoices

[Download graphics and captions here](#)



Graphics:



Caption:

🤔 Do you know what machismo and marianismo are? Let's unpack these cultural norms and how they impact LGBTQ+ Latine communities.

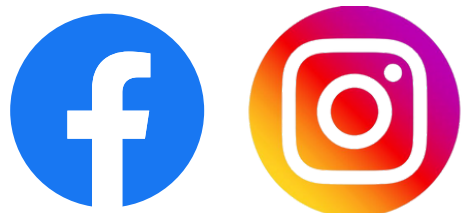
👉 Swipe to learn about their harmful effects, and how minority stress and cultural pressure intersect.

🌿 Reminder: There is power in our roots.

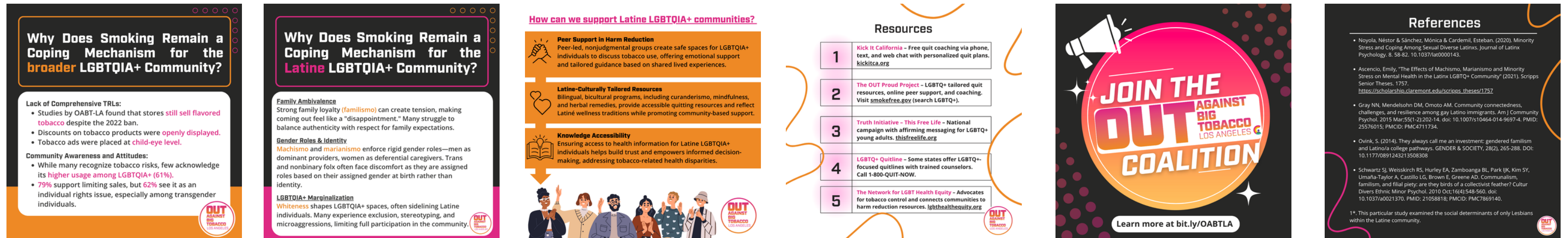
As we unlearn harm, let's also uplift the beauty of familismo and colectivismo — the love, unity, and resilience that hold our communities together.

#LatineLGBTQVoices #MachismoAndMarianismo #CulturalHealing #Familismo #Colectivismo

[Download graphics and captions here](#)



Graphics:



Caption:

🌟 Ever wonder why smoking is still used as a coping tool in Latine LGBTQ+ communities? 🌟

Swipe to uncover the roots — from cultural stressors to systemic harms — and discover how we can uplift healing together. 🌈👉

💪 Want to dive deeper and take action?
Join the OABT-LA coalition at bit.ly/OABTLA 🖥️

#LatineLGBTQ #TobaccoJustice #HealingTogether #OABTLA

[Download graphics and captions here](#)

