WE BREATHE

POLICY PLATFORM FACTSHEET

This fact sheet offers a look at We Breathe's Policy Platform for policymakers, CTPP, and community partners. To better reach the goal of eliminating tobacco use in California, or "endgame," the Platform highlights necessary changes to fully prevent and end queer tobacco use.

ENDGAME WILL FAIL WITHOUT FULL LGBTQ+ INCLUSION

GUIDANCE FROM LGBTQ+ LEADERS AND RESEARCHERS

- Prioritize prevention efforts through trusted providers and educators, rather than directing Prop 56/99 funding towards police presence in schools
- Allow LGBTQ+ projects flexibility in working with community-aligned partners instead of policing systems
- Create alternate tobacco education programs (learning, mentorship, counseling) to prevent youth from entering the school-to-prison pipeline
- Ensure cessation products are affordable and/or fully covered under insurance

- Existing programs must prioritize LGBTQ+ inclusion and research to address gaps due to cuts to LGBTQ+ grants and programs
- Educators and youth service providers must continue to offer inclusive services for LGBTQ+ students and young people
- Racial justice and queer rights must be incorporated into all California Tobacco Prevention Program (CTPP)-funded projects to fully address QTBIPOC tobacco use
- The California Tobacco Quitline must have LGBTQ+ competent counselors available at all times

CULTURAL COMPETENCY

- Implement LGBTQ+ inclusion trainings for all CTPP-funded projects and Tobacco Use and Prevention Education (TUPE) programs
  - Trainings should be conducted by LGBTQ+ organizations*
  - Programs that "serve everyone" with no LGBTQ+ services are not equitable
- CTPP-funded projects and agencies must be required to enforce non-discrimination policies

RESEARCH NEEDS

- Fund community-based participatory research (CBPR) and include LGBTQ+ researchers and organizations*
- Research should use intersectionality as a lens to understand how tobacco policies and legislation have affected LGBTQ+ people
- Ensure all CTPP-funded projects collect Sexual Orientation and Gender Identity (SOGI) data and include populations like disabled and non-binary people

The time to include LGBTQ+ people in your work is <u>NOW</u>

FUND LGBTQ+ ORGANIZATIONS

- Fund LGBTQ+-serving organizations as subgrantees through the Community Engagement Agreement (CEA) program to help replace lost funding from state and federal agencies
- Restore Priority Populations funding to pre-June 2026 levels to protect California's most vulnerable communities from being left behind in Endgame
- Re-establish the six CTPP-funded Priority Populations Coordinating Centers (PPCC) to ensure that tailored cultural competency resources are offered to all CTPP-funded projects

*LGBTQ Centers & LGBTQ-focused organizations or programs are those whose mission statement and vision statement are centered on LGBTQ+ lives

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Funded under contract # CG 22-10399