

# PROJECT ACTION

## WELCOME TO THE PROJECT ACTION INAUGURAL NEWSLETTER!

Project ACTION (Alliances to Combat Tobacco use In Organizations Now) is an evidence-based program (beginning in September 2023) from the University of Texas MD Anderson Cancer Center that is focused on building capacity in LGBTQIA+ healthcare and community resource centers across Texas to support employees and patients who want to quit using tobacco. We provide our partners with many resources, including nicotine replacement therapy, patient education and provider materials tailored to LGBTQIA+ communities, and assistance in creating a tobacco-free workplace policy. Additionally, we provide training to all employees and provide opportunities for select employees to receive more intensive training (e.g., to become a tobacco treatment specialist).

### **PROJECT ACTION WELCOMES OUR FIRST PARTNER: THE MONTROSE CENTER!**

The Montrose Center's mission is to empower LGBTQIA+ communities in Houston to live healthier, more fulfilling lives. They strive towards a healthier society marked by permanent, positive changes in attitudes and behaviors toward LGBTQIA+ communities. The center is also home to dozens of LGBTQIA+ -affirming social and civic organizations.



### **PROJECT ACTION IS LOOKING FOR ADDITIONAL PARTNERS**

We currently are looking for two additional centers that serve LGBTQIA+ communities to partner with us! If your center would like to participate in Project ACTION, please do not hesitate to contact our Health Education Specialist, Egondy Ohamara, at [ekohamara@MDAnderson.org](mailto:ekohamara@MDAnderson.org). [Click here](#) for a pre-populated email template!

## MEET THE TEAM

Now that you're familiar with our project and current partner, we'd like to introduce you to the members of our team who implement Project ACTION!



**Lorraine Reitzel, Ph.D.** (she/her) is a Professor at MD Anderson Cancer Center who directs Project ACTION with Dr. Maggie Britton. Lorraine has been working with marginalized and minoritized population groups to prevent tobacco-related cancers and promote health equity and has been funded by the Cancer Prevention and Research Institute of Texas for over 10 years.



**Maggie Britton, Ph.D.** (she/her) is an Assistant Professor at MD Anderson Cancer Center who directs Project ACTION with Dr. Lorraine Reitzel. Maggie's work is focused on reducing disparities in tobacco use and cessation among minoritized and marginalized groups, with the goal of her research being to develop, adapt, implement, and evaluate evidence-based interventions to address and prevent disparities in tobacco-related cancers.



**Isabel Martinez Leal, Ph.D.** (she/her) is an Assistant Professor at MD Anderson Cancer Center who leads qualitative work for Project ACTION. Specifically, she conducts interviews and focus groups with center stakeholders throughout implementation to understand how to best meet centers' specific workflow needs so that the program can be adapted accordingly.



**Jennifer Cofer, MPH** (she/her) is the Executive Director of the EndTobacco Program at MD Anderson Cancer Center. She provides her expertise on tobacco control initiatives across the domains of policy, prevention, and cessation.



**Hector Sanchez, MPH** (he/him) is a Senior Health Education Specialist at MD Anderson Cancer Center who provides overarching supervision of the on-the-ground implementation of Project ACTION with partnering centers.



**Egondy Ohamara, MPH** (she/her) is a Health Education Specialist at MD Anderson Cancer Center who works closely with Project ACTION's partnering centers, providing education to employees, and ensuring that our program implementation strategies are ideal to create sustainable changes in centers' ability to address tobacco use among their patients.

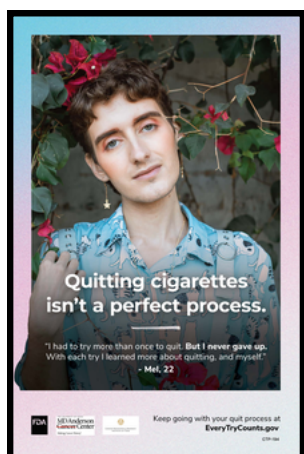


**Marcy Zere** (she/her) is a Research Data Coordinator at MD Anderson Cancer Center who assists in the day-to-day needs of Project ACTION, such as administrative and data coordination tasks.

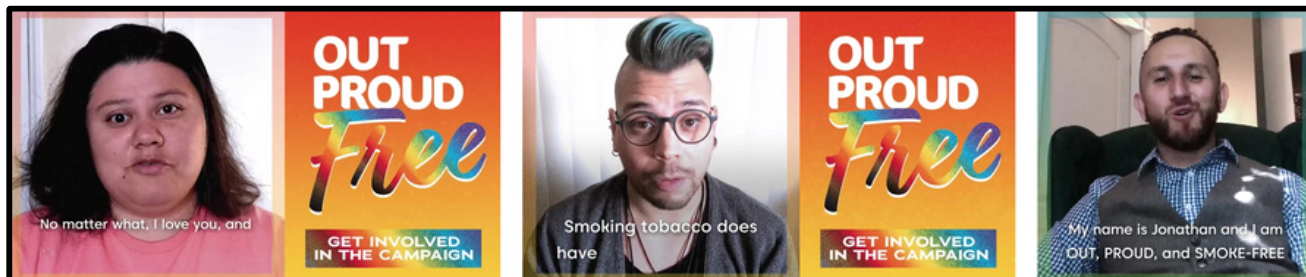
## CHECK OUT OUR NEW WEBPAGE AND TAILORED RESOURCES!

We've launched our dedicated [webpage](#) for Project ACTION! Here, you can learn more about our [program components](#) and tailored [resources](#) available to freely download and share! We currently have a [resource list](#) for providers on LGBTQIA+ smoking cessation initiatives and resources, as well as a [training video](#) on LGBTQIA+ affirming care for smoking cessation from an expert in the field, Dr. Mike Parent.

We've developed a number of posters with the support of partners such as the [Food and Drug Administration](#) and their "Quitting Isn't a Perfect Process" series, as well as [Out Proud Free](#). These posters can be printed for use in community settings, doctor's offices, or anywhere to remind people about the dangers of tobacco use and resources to help them quit. Check out some examples below and head to the [resource](#) page to see more!



You can also view our carousel (pictured below) that includes videos developed by [Out Proud Free](#); these videos feature members of LGBTQIA+ communities talking about their tobacco use, the effect of the media on tobacco use in LGBTQIA+ communities, and more!



## PROJECT ACTION CELEBRATES THE GREAT AMERICAN SMOKEOUT IN THE COMMUNITY

[Breathe with Pride Houston](#) and the [Houston Health Department](#) put on a wonderful event in November 2023 for members of the community to learn more from local organizations about living a smoke-free life. Project ACTION Senior Health Education Specialist, Hector Sanchez, attended the event to represent our team and talk with the community about the benefits of tobacco cessation.



Pictured: Hector Sanchez in “mood lighting”.

## BREATHE WITH PRIDE AUSTIN OFFERS TOBACCO RESOURCES

### [Mini-grant Opportunities](#)

If your center is based in Austin/Travis County, [Breathe with Pride Austin](#) has two [mini-grant opportunities](#) available for you to check out! They are tobacco-free event/workplace/personnel policies and menthol prevention/cessation mini grants that require your organization to promote the work around menthol prevention/cessation through marketing and outreach efforts. Applications are closed for this year but keep an eye out for more information on when applications are open!

### [Posters](#)

Breathe with Pride Austin offers posters (pictured below) about the risks of tobacco use specific to LGBTQIA+ communities that centers can [order for free](#)! There are posters specific to creating a “tobacco-free Austin” as well as general posters, so be sure to check them out!



## WANT TO STAY INFORMED ABOUT FREE TRAINING OPPORTUNITIES? PROJECT ACTION HAS YOU COVERED!

Our team compiles and shares information twice a month about tobacco-related trainings being offered virtually from across the nation that often offer free continuing or medical education credits (i.e., CEUs/CMEs). If you or someone you know would like to be added to our distribution list, please do not hesitate to reach out to us at [TakingTexasTobaccoFree@gmail.com](mailto:TakingTexasTobaccoFree@gmail.com) or [click here](#) for a pre-populated email template.