

Engaging Your LGBTQ+ Population

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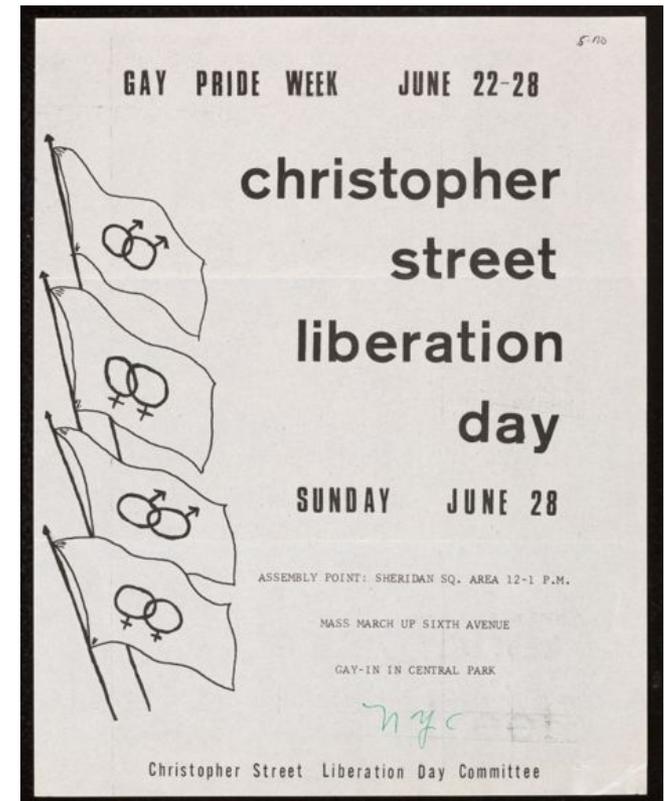
Setting the stage

Within a minority community, a pharmacist identifies a substantial representation of the lesbian, gay, bisexual, transgender, and queer-plus community and acknowledges the inadequate efforts of the pharmacy in engaging this particular group.

How can the pharmacist improve engagement with the LGBTQ+ Community?

History of Pride in America

- Pride Month was initially conceived to commemorate the gay liberation movement, as it was first celebrated in 1970; one year after the Stonewall Uprising.
 - The Stonewall Inn was one of the most popular gay bars in New York City, even though serving alcohol to homosexuals was considered illegal up until 1966. On June 28th 1969, plainclothes officers raided the bar, arresting employees and those found “cross-dressing,” as homosexuality was still considered a criminal offense.



History of Pride in America

- Outside, people started throwing pennies and empty beer bottles at police vehicles. Inside, some individuals were being beat up by the police. Female officers brought cross-dressing individuals to the restrooms to verify their biological gender, leading to arrests. Eventually, officers hit a woman over the head with their baton, to which she shouted to the bystanding crowd of “Why don’t you guys do something?” This moment is widely considered to be what sparked the crowd to begin fighting back.



Learning Terminology

As defined by the National LGBT Health Education Center:

Sexual Orientation: How a person characterizes their emotional and sexual attraction to others.

Gender Identity: A person's internal sense of being a man/male, woman/female, both, neither, or another gender.

Gender Dysphoria: Distress experienced by some people whose gender identity does not correspond with their sex assigned at birth. The DSM-5 includes gender dysphoria as a diagnosis for people whose distress is clinically significant and impairs social, occupational, or other important areas of functioning.

What does LGBTQ+ stand for?

- **Lesbian:** Describes a woman who is attracted, emotionally and/or physically, to other women. A woman does not need a specific sexual experience — or any sexual experience — to identify as a lesbian.
- **Gay:** Describes a person who is attracted, emotionally and/or physically, to someone of the same gender. The term can be used by men, women or individuals who identify as nonbinary. A person does not need a specific sexual experience — or any sexual experience — to identify as gay.
- **Bisexual:** Describes a person who is attracted to both men and women. A person does not need to have had specific sexual experiences — or any sexual experience — to identify as bisexual.

What does LGBTQ+ stand for?

- **Transgender:** Describes a person whose gender identity and/or gender expression do not match their assigned sex at birth. Transgender people may be straight, lesbian, gay, bisexual or queer.
- **Queer:** An adjective used by some people, particularly younger people, whose sexual orientation is not exclusively heterosexual. Queer was once used a pejorative term and has been reclaimed by some — but not all — members of the LGBTQ community.

OR

Questioning: Describes a person who is still discovering and exploring their sexual orientation, gender identity, gender expression or some combination thereof.

- **+**: Used to signify all of the gender identities and sexual orientations that are not specifically covered by the other five initials.

What does LGBTQ+ stand for?

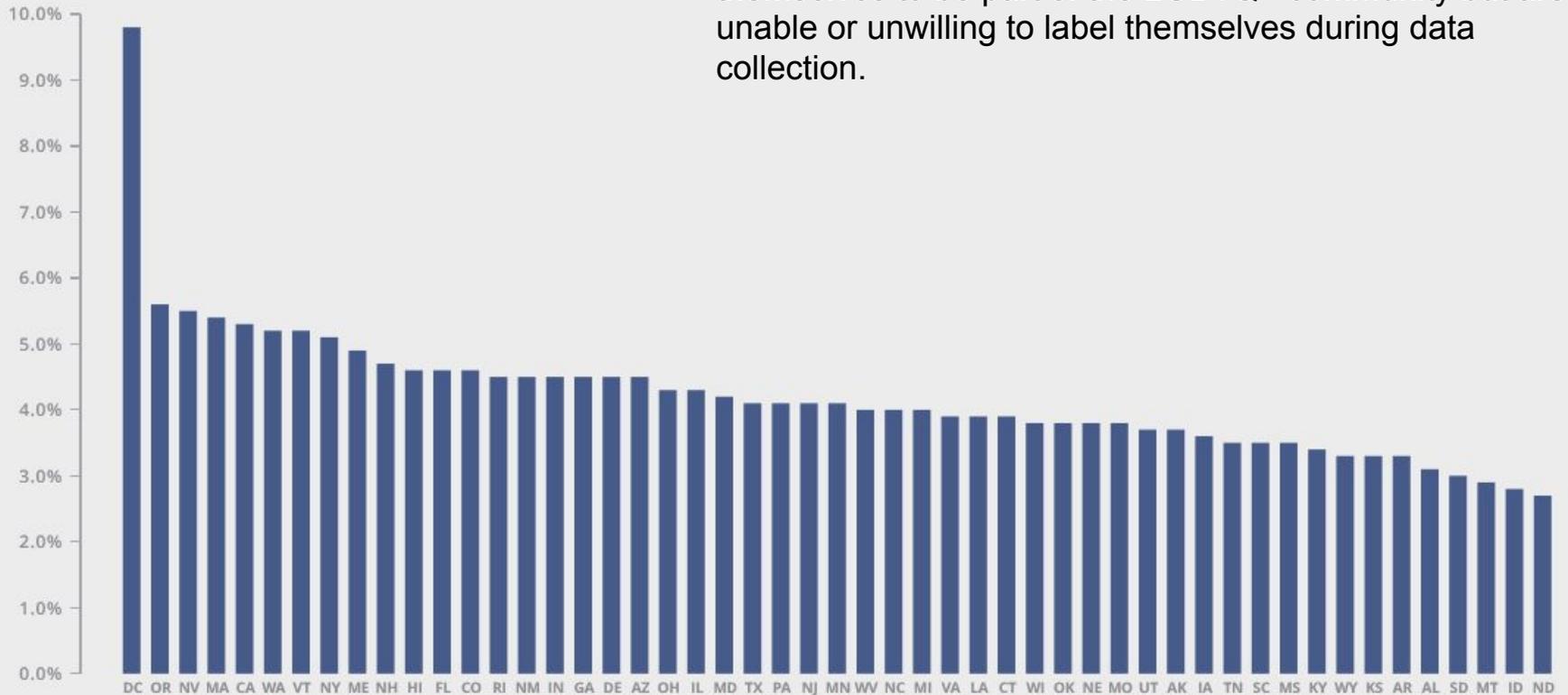
- You may also see it written as “LGTQIA+,” which is a more encompassing version of the acronym.
 - **Intersex:** Describes a person born with sex characteristics that are not typical for male or female bodies. Sex characteristics are physical features relating to sex — including chromosomes, genitals, hormones and other reproductive anatomy — as well as secondary features that emerge from puberty.
 - **Asexual:** Describes a person who is not sexually attracted to others and has no desire to engage in sexual behavior. Asexuality differs from celibacy in that a person who is celibate is sexually attracted to others but chooses to abstain from sex.

LGBTQ+ Population by State

State Comparison: All LGBT Individuals

LGBT PERCENTAGE OF POPULATION

Select a Statistic to Compare



*Data is based off percentage of individuals who reported being part of the LGBTQ+ community, but may not include individuals still “in the closet” who consider themselves to be part of the LGBTQ+ community but are unable or unwilling to label themselves during data collection.

Pride Flags

These are only a few – there are many, many more!



Progress Pride Flag



Transgender Flag



Inclusive Pride Flag



Bisexual Flag



Intersex Flag



Asexual Flag

Engagement

Employees,

Creating a business proposition around a niche market

Engaging Your Employees

In order to cultivate a supportive, LGBTQ+ friendly pharmacy, consider taking the following actions:

- Hold a staff meeting to educate your employees on the pharmacy's [non-discrimination policy](#).
 - Post them on a flyer to hang in the office space as a reminder that **the pharmacy does not stand for discrimination or prejudice**.
 - Patients received in a **non-judgemental and inclusive** way are more likely to remain engaged in care.

NB: print the non-discrimination policy to review at your next staff meeting.

Engaging Your Employees

- Train staff on how to handle **gender-related patient data**.
 - **Never make assumptions** about a patient's gender-identity or sexual orientation based on their name or how they look or sound.
 - Only use gender pronouns if you are sure of a person's gender identity and the pronouns that they use – otherwise you should **stick to gender neutral language**.
 - In some cases transgender people have insurance and identification documents that do not accurately reflect their current name or gender identity – **take caution to make sure you know what name and pronouns** they use and use that name and pronoun when talking with them or referring to them.

Implicit Bias and Power Imbalances

Learning Module

Published on 13 December 2022

This course is eligible for CME credit

In this module, we will describe how implicit bias and power imbalances across medical education and clinical settings are key factors influencing the quality of medical education experiences for students, as well as clinical care experiences for patients. By the end of this module, you will be able to:

[Read More »](#)

Filed under [Introduction to LGBTQIA+ Health](#)

Sexual and Gender Minority Health Inequities

Learning Module

Published on 13 December 2022

This course is eligible for CME credit

In this module, you will learn about sexual and gender minority health inequities. Health inequities are differences in health status or in the distribution of health resources between different population groups, arising from the social conditions in which people are born, grow, live, work, and age. Understanding and being sensitive to these inequities and how they impact an individual's full picture of health will make you a better teacher and practitioner. By the completion of this module, you will be able to:

[Read More »](#)

Filed under [Introduction to LGBTQIA+ Health](#)

Sexual and Gender Minority Terms and Concepts

Learning Module

Published on 13 December 2022

- COVID-19
- Diabetes and Heart Health
- HIV/STI Treatment and Prevention
- Intersex Health
- Introduction to LGBTQIA+ Health
- LGBTQIA+ Children and Youth
- LGBTQIA+ Older Adults
- LGBTQIA+ People of Color
- Organizational Change
- Patient Education Materials
- Pre-Exposure Prophylaxis (PrEP)
- Reproductive Health
- Sexual Minority Women

Engaging Your Employees

- Allow employees to wear [pride pins](#) or [pronoun pins](#).
 - Having employees wear pronoun pins is a sign of **solidarity and support**. It also actively encourages the normalization of asking and stating pronouns.



NB: purchase pins using either link above and hand them out at your next staff meeting

Engaging Your Employees

There are a number of days and months observed, honored, and [celebrated by the LGBTQ+ community](#). A brief list is provided below.

- **March 31 – Trans Day of Visibility**
- **June – LGBTQ+ Pride Month**
- **October 11 – National Coming Out Day**
- **3rd Thursday of October – Spirit Day** (Support for LGBTQ+ youth who are the victims of bullying, as well as to honor LGBTQ+ victims of bullying-related suicide)
- **November 20 – Transgender Day of Remembrance**

NB: acknowledge these days when they arise on social media and/or with employees

Key Takeaways

- **Acknowledge** and respect an individual's preferred pronouns
- **Unlearn** implicit and explicit biases imposed by societal construct or friends/family
- **Provide** critical medications and affirming care
- **Remember:** the pharmacy is *not* a place of judgement

Patient Engagement

How to “Market” to Your LGBTQ+
Population

Engaging Your Patients

Processing Forms that Reflect the Diversity of LGBTQ+ Patients and their Relationships

- <https://doaskdotell.org/ehr/toolkit/howtoask/>
 - A Toolkit for Collecting Data on Sexual Orientation/Gender Identity in Clinical Settings
- Example:
 - Do you ask patients about their marital status? Reframe marital status questions as relationship status questions. Many LGBT (and non-LGBT people in long-term committed relationships) are not married for a variety of reasons. Gender neutral response items such as *spouse* instead of “wife” or “husband” are encouraged. Further, consider including “unmarried partner” as a relationship status option in addition to spouse.

Engaging Your Patients

Pharmacist Counseling

- **Smoking:** LGBTQ+ individuals experience higher rates of substance abuse and smoking

NB: Educate pharmacists/patients about smoking habits, substance abuse, and health implications.

In addition, it can be helpful to provide smoking cessation counseling that addresses the root causes of LGBT smoking (such as the experience of minority stress) and that affirm LGBT identities and communities.

- **Sexually Transmitted Disease:** LGBT youth are more likely to engage in high-risk sexual behaviors leading to an increased incidence of STDs.

NB: Educate pharmacists/patients on safe sexual behavior and how to utilise sexual protection.

Engaging Your Patients

Pharmacist Counseling

- **Family Planning:** Many LGBTQ+ individuals are interested in becoming parents through adoption, fostering, surrogacy, or donor insemination.

NB: Orient patients on family planning in general, offer counseling on the aforementioned options, and refer patients to LGBTQ+-friendly agencies.

- **Health Insurance:** LGBTQ people are less likely to have health insurance than their heterosexual counterparts and transgender people have the lowest insurance rates of all groups.

NB: Help patients identify and access prescription assistance programs

Engaging Your Patients

Pharmacist Counseling

- **Mental Illness:** LGBTQ+ adults are more than twice as likely as heterosexual adults to experience a mental health condition. Transgender individuals are nearly four times as likely as cisgender individuals to experience a mental health condition. LGBTQ+ youth also experience a greater risk for mental health conditions and suicidality.

NB: Educate patients/pharmacists with resources for mental health conditions and learn about the most common mental illnesses the LGBTQ+ community faces.
<https://www.nami.org/Your-Journey/Identity-and-Cultural-Dimensions/LGBTQ>

Engaging Your Patients

Nudge Theory

- **Nudge Theory:** the idea that by shaping the environment one can influence the likelihood that one option is chosen over another
 - Used to encourage positive choices rather than restricting unwanted behavior
- In pharmacies in the United Kingdom, experiments had pharmacists ask their patients to sign a sticker that stated they will complete their medication along with a message that warned them of the adverse consequences of being non-adherent. The transparent nudge resulted in an *increase* in adherence.

NB: Ask patients, particularly those taking gender-affirming medication, to verbally state that they will adhere to their medication regime, or have them sign stickers.

Engaging Your Patients

Creating a Welcoming Environment

Posters and leaflets can be placed in high traffic areas where patients and staff interact (i.e., the pickup window, near telephones, blood pressure monitors, and in communication binders).



Engaging Your Patients

Creating a Welcoming Environment

Display flyers or brochures that address LGBTQ+ health concerns.

- [The Coming Out Handbook](#)
- [How LGBTQ+ Youth Can Cope With Anxiety and Stress during COVID-19](#)
- [Talking Points for LGBT Health](#)

NB: learn about the ailments most common to the LGBTQ+ community so you can answer potential questions that arise. Examples include HIV, AIDs, and heart disease.

Engaging Your Patients

Creating a Welcoming Environment

The posters should target patients because members of the LGBTQ+ community often use visual cues to assess their environment. Posters should use inclusive language such as “partner/spouse” instead of “wife/husband”; depict same-sex couples in a positive manner; display logos for the [Human Rights Campaign](#), the rainbow flag, or [LGBTQ+ safe zone](#).



HUMAN
RIGHTS
CAMPAIGN

Engaging Your Patients

Gender-Neutral Restrooms

- Transgender and gender nonconforming people sometimes experience questioning or harassment in public restrooms. It is important for health centers to have a policy that allows people to use restrooms based on their gender identity (rather than their birth sex).
 - If possible, it is also helpful to provide single occupancy unisex restrooms.

NB: if applicable, purchase this [gender-neutral bathroom sign](#).



Key Takeaways

- Establish your pharmacy as a safe space for LGBTQ+ individuals.
- Express cultural competence regarding LGBTQ+ health concerns – do not make hasty generalizations based on assumptions/biases.
- The LGBTQ+ community experiences the same health issues those outside of the community experience.

Engagement Community Stakeholders

Networking- Going outside your comfort
zone

Engaging Community Stakeholders

- [The Trevor Project](#)
- [GLAAD](#)
- [Human Rights Campaign](#)
- [The Fenway Institute](#)
- [National LGBTQIA+ Health Education Center](#)

Museums

Museums dedicated to LGBTQ+ history in the U.S.

- The [Leslie-Lohman Museum of Art](#) in New York City, NY
- The [Stonewall National Museum & Archives](#) in Fort Lauderdale, FL
- The [ONE National Gay & Lesbian Archives](#) in Los Angeles, CA
- [The Legacy Walk](#) in Chicago, IL
- [The Andy Warhol Museum](#) in Pittsburg, PA
- [Library of Congress](#) in Washington, DC

Pride Month

- The U.S. government has designated the month of June as Lesbian, Gay, Bisexual, Transgender, Queer+ month, recognizing and celebrating the rich legacy of the community.
- List of LGBTQ+ podcasts sharing their unique perspectives and experiences of individuality and cultural background
 1. [History is Gay](#)
 2. [Bad Queers](#)
 3. [Queerology: a Podcast on Belief and Being](#)
 4. [LGBTQ&A](#)

Key Takeaways

- Establish relationships with community stakeholders to enhance engagement with LGBTQ+ population
- Educate and promote LGBTQ+ identity through experiencing historical museums
- Show appreciation for Pride month by learning about the history and listening to personal stories through social media of LGBTQ+ community
- Explore digital toolkits for social media sharing and reposting to generate interests and spread information regarding LGBTQ+ community

Avoiding, Debunking , Demystifying

Stereotypes

Stereotypes

** Patient vs Provider Slang Usage **

- Members of the LGBTQ community, in describing their sexual orientation or partners, may use terms such as fag, dyke, gay, homo, or queer.
- While patients may use these terms, they are considered derogatory when describing a patient by a health-care provider and should not be used.
 - The provider and staff should listen to the LGBTQ patient, and when in doubt, ask the patient how they or their partner should be described.

Stereotypes

“All gay people have HIV/AIDS/MPox”

While rates of HIV are disproportionately higher among members of the LGBTQ community, HIV is by no means confined to LGBTQ people.

Anyone—regardless of sexual orientation, gender identity, gender expression or other factors—can acquire HIV. Calling HIV a “gay” or “LGBTQ” disease is medically untrue and only serves to perpetuate harmful stereotypes about people living with HIV and members of the LGBT community.

Stereotypes

“All lesbians look like men”

There’s a pervasive misconception that all lesbians look “butch,” meaning they have short hair and wear baggy clothing.

You cannot tell a person’s sexual orientation based on their appearance. Just as heterosexual people have different interests and hobbies, the same can be said for people of other sexual orientations.

Stereotypes

“Bisexual people are promiscuous”

Another common stereotype is that bisexual individuals like to “sleep around” and are unable to maintain steady, long-term relationships. This includes the belief that “compared to lesbians or gay targets, bisexual targets in a relationship with lesbian or gay partners were evaluated as more likely to transmit STDs and less likely to sexually satisfy their partners,” as found in a 2014 study, *“The Invisible Stereotypes of Bisexual Men”*.

Just because a person is attracted to 2+ genders does not mean their sexual appetite is out of control.

Stereotypes

“Transgender individuals are all prostitutes”

According to data from the National Transgender Discrimination Survey, roughly 13% of the transgender community reports having participated in the sex work industry.

Many transgender individuals experience discrimination and harassment in the workplace, and may face discriminatory hiring practices despite Title VII protections against employers discriminating based on sexual orientation and gender identity.

Key Takeaways

- Avoid generalizations or stereotypes about their interests, achievements, and experiences.
- LGBTQ+ culture is not an aesthetic – if you are covering your store in rainbows, you should be actively supporting and working towards equality year-round, not just during June.

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