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Solutions for a Public Campaign to Overcome Discrimination Against LGBT Youth

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Solutions for a public campaign to overcome discrimination against LGBT youth
Overview

This presentation is going to show possible advertisement options of a broad-based public campaign aiming to raise awareness of the discrimination against LGBT youth in the United States and initiate the prevention of the problem’s continuation.
This is how the problem can be seen

What people are aware of is only the top of the iceberg

However, there is much not everyone knows.

80,000 LGBT teenagers are not living at homes due to the rejection of parents

Almost 4000 of 15,624 teenagers stated that they have planned suicide

About 40% of adolescents surveyed stated that had used drugs in the 2014
### Types of media

<table>
<thead>
<tr>
<th>Billboard</th>
<th>Social Media</th>
<th>Poster</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Require few seconds for people to look at</td>
<td>- Easy targeting</td>
<td>- Require few seconds for people to look at</td>
</tr>
<tr>
<td>- Form a lasting impression</td>
<td>- Low-cost</td>
<td>- Form a lasting impression</td>
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<tr>
<td>- Easy to reach audience</td>
<td>- Easy to spread and adapt</td>
<td></td>
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</tbody>
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Intended for:
- **Billboards**: community members
- **Social Media**: both age-group peers and adult audience
- **Posters**: age-group peers
We are the same, **but**... our parents **don’t** accept us
Analysis: a teenager being scolded by mom

Audience: parents
Purpose: revise norm by providing real effects of parental rejection
Medium: interactive billboard
Accompanying text:
• LGBT adolescents are 8 times more likely to attempt suicide if their parents do not accept them
• 6 times more likely to have severe depression
• 3 times more likely to use drugs
• 3 times more likely to HIV or STDs
We are the same, **but**...

we are bullied **more often**
Analysis: a group of teenagers bullying one student

Audience: school students
Purpose: revise the norm by providing real data of how many students are suffering from bullying
Medium: school poster
Accompanying text:

- 27% of LGBT students experienced physical harassment
- Almost 60% were sexually harassed
- Nearly 96% heard homophobic expressions with almost 60% hearing it on a regular basis\(^5\)
We are the same, but...
we are more likely to use drugs.
Analysis: a teenager asking for help but using drugs as a relief

Audience: both adults and age-group peers
Purpose: revise the norm by providing real data on drug use among sexual minorities
Medium: billboard
Accompanying text:
• Sexual minorities are twice likely to use drugs than heterosexual
• Around 10% or teenagers misused prescription pain relievers\(^3\)
We are the same, but... we attempt suicide more often
Analysis: a teenager attempting suicide

Audience: both adults and age-group peers
Purpose: revise the norm by providing real statistics on suicide rates among LGBT
Medium: billboard
Accompanying text:
• 35% of sexual minorities adolescents planned suicide
• 25% attempted
We are the same, but...

we fear to be who we really are
Analysis: a man looking into mirror wishing to see himself as a woman

Audience: LGBTQIA adolescents

Purpose: revise the norm by providing real data of how LGBTQIA youth who are out feel

Medium: social media

Accompanying text:

- Teenagers who are out to family and school report to be 8% happier than those who are not
- Those who are out to family and school have a higher likelihood of succeeding in life\(^6\)
References


