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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

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## 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<sup>1</sup>

Almost 4000 of 15,624  
teenagers stated that they  
have planned suicide<sup>2</sup>

About 40% of adolescents  
surveyed stated that had  
used drugs in the 2014<sup>3</sup>

# Types of media

## Billboards

- Require few second for people to look at
- Form a lasting impression
- Easy to reach audience

Intended for community members

## Social Media

- Easy targeting
- Low -cost
- Easy to spread and adapt

Intended for both age-group peers and adult audience

## Posters

- Require few second for people to look at
- Form a lasting impression

Intended for 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<sup>4</sup>

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<sup>5</sup>

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% of teenagers misused prescription pain relievers<sup>3</sup>

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<sup>2</sup>

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<sup>6</sup>

# References

<sup>1</sup> SAMHSA. (September 15, 2017). Homelessness and housing. Retrieved from <https://www.samhsa.gov/homelessness-housing>

<sup>2</sup> Caputi, T. L., Smith, D., & Ayers, J. W. (2017, December 19). Suicide risk behaviors among sexual minority adolescents in the United States, 2015. *The Journal of the American Medical Association*, 318(23), 2349-2351. doi:10.1001/jama.2017.16908

<sup>3</sup> NIDA. (2017, September 5). *Substance Use and SUDs in LGBT Populations*. Retrieved from <https://www.drugabuse.gov/related-topics/substance-use-suds-in-lgbt-populations>

<sup>4</sup> Ryan, C. (2009). *Helping Families Support Their Lesbian, Gay, Bisexual, and Transgender (LGBT) Children*. Washington, DC: National Center for Cultural Competence, Georgetown University Center for Child and Human Development. Retrieved from [https://nccc.georgetown.edu/documents/LGBT\\_Brief.pdf](https://nccc.georgetown.edu/documents/LGBT_Brief.pdf)

<sup>5</sup> Kosciw, J. G., Greytak, E. A., Giga, N. M., Villenas, C., & Danischewski, D. J. (2016). *The 2015 National School Climate Survey: The experiences of lesbian, gay, bisexual, transgender, and queer youth in our nation's schools*. New York: GLSEN. Retrieved from [https://www.glsen.org/sites/default/files/2015%20National%20GLSEN%202015%20National%20School%20Climate%20Survey%20%28NSCS%29%20-%20Full%20Report\\_0.pdf](https://www.glsen.org/sites/default/files/2015%20National%20GLSEN%202015%20National%20School%20Climate%20Survey%20%28NSCS%29%20-%20Full%20Report_0.pdf)

<sup>6</sup> The Human Rights Campaign. (n.d.). *National coming out youth day report* [PDF file]. Retrieved from [https://assets2.hrc.org/files/assets/resources/NCOD-Youth-Report.pdf?\\_ga=2.2717296.1313843743.1543211315-673193643.1543211315](https://assets2.hrc.org/files/assets/resources/NCOD-Youth-Report.pdf?_ga=2.2717296.1313843743.1543211315-673193643.1543211315)