

A person in a dark uniform is looking through vertical prison bars. The scene is dimly lit, with the person's face partially obscured by the bars. The word "LGBTQ" is overlaid in large white letters across the center of the image.

LGBTQ

The Story of LGBTQ

What comes to mind when someone is described as “scum?” A lowlife. A criminal. A degenerate. That’s exactly what Big Tobacco thinks of people who identify as LGBTQ, even naming a marketing plan targeting LGBTQ in San Francisco “Project SCUM.”¹




Tobacco companies were among the first to “support” LGBTQ communities—but they were never allies. They sought to demonstrate their allegiance by advertising in LGBTQ publications and sponsoring community and pride events. They exploit any feelings of isolation and despair this community experiences by promoting smoking as a way to bond with one another and relieve stress.²

Over the past 10 years, the smoking rate of LGBTQ populations has dropped by nearly half – the biggest drop of any group.³

But Big Tobacco doesn’t just sell cigarettes anymore – they’ve flooded the market with new tobacco products, such as e-cigarettes, to keep people addicted. Unfortunately, the *overall* tobacco use rate for LGBTQ populations is still high at 24%.⁴

LGBTQ communities don’t need Big Tobacco to keep its pride.

The Proof is in the Data

Indicator	LGBTQ	General Population
Adult Tobacco Use		
1. Adult Cigarette Use: Adult cigarette smoking prevalence <i>Lesbian, Gay, Bisexual, or Transgender</i>	17.4%	11.0%
<ul style="list-style-type: none"> California Health Interview Survey, 2016-17. Los Angeles, CA: UCLA Center for Health Policy Research. 		
2. Change in Adult Cigarette Use: Rate of change in adult cigarette smoking, 2014 to 2017 <i>Lesbian, Gay, or Bisexual</i>	-13.1%	-11.3%
<ul style="list-style-type: none"> California Health Interview Survey, 2016-17. Los Angeles, CA: UCLA Center for Health Policy Research. California Health Interview Survey, 2013-14. Los Angeles, CA: UCLA Center for Health Policy Research. 		
3. Adult Tobacco Use: Adult tobacco use prevalence (e.g. cigarettes, e-cigarettes and other vaping products, other tobacco products) <i>Lesbian, Gay, Bisexual, Transgender, or Gender Non-Conforming</i>	23.6%	14.6%
<ul style="list-style-type: none"> California Behavioral Risk Factor Surveillance System, 2017. Sacramento, CA: California Department of Public Health. 		
Youth Tobacco Use		
4. Youth Cigarette Use: Youth cigarette smoking prevalence	4.0% 	2.0%
<ul style="list-style-type: none"> California Student Tobacco Survey, 2017-18. San Diego, CA: Center for Research and Intervention in Tobacco Control, University of California, San Diego. 		
5. Youth Tobacco Use: Youth tobacco use prevalence (e.g. cigarettes, e-cigarettes and other vaping products, other tobacco products)	15.0% 	12.7%
<ul style="list-style-type: none"> California Student Tobacco Survey, 2017-18. San Diego, CA: Center for Research and Intervention in Tobacco Control, University of California, San Diego. 		
Availability of Tobacco & Tobacco Industry Influence		
6. Cheapest Cigarettes: Average price for the cheapest pack of cigarettes	\$4.67	\$4.58
<ul style="list-style-type: none"> Healthy Stores for a Healthy Community, 2016. Sacramento, CA: California Department of Public Health, California Tobacco Control Program. American Community Survey, 2011-2015. Suitland, MD: U.S. Census Bureau. 		
7. Flavored Little Cigar Price: Average price for a single flavored little cigar/cigarillo	\$0.98	\$0.97
<ul style="list-style-type: none"> Healthy Stores for a Healthy Community, 2016. Sacramento, CA: California Department of Public Health, California Tobacco Control Program. American Community Survey, 2011-2015. Suitland, MD: U.S. Census Bureau. 		
8. Tobacco Stores: Density of stores selling tobacco per 100,000 residents	92.6 	79.6
<ul style="list-style-type: none"> California Cigarette and Tobacco Products Retailer Licensees, October 2016. Sacramento, CA: California Department of Tax and Fee Administration. American Community Survey, 2013-2017. Suitland, MD: U.S. Census Bureau. Decennial Census, 2010. Suitland, MD: U.S. Census Bureau. 		

9. Flavored Tobacco: Proportion of stores that sell flavored non-cigarette tobacco products 79.9% 81.8%

- Healthy Stores for a Healthy Community, 2016. Sacramento, CA: California Department of Public Health, California Tobacco Control Program.
- American Community Survey, 2011-2015. Suitland, MD: U.S. Census Bureau.

10. Menthol Cigarettes: Proportion of stores that sell menthol cigarettes 92.1% 92.2%

- Healthy Stores for a Healthy Community, 2016. Sacramento, CA: California Department of Public Health, California Tobacco Control Program.
- American Community Survey, 2011-2015. Suitland, MD: U.S. Census Bureau.

11. Tobacco Advertising: Proportion of stores that keep 90% of their storefront free from any advertising 35.4% 37.0%

- Healthy Stores for a Healthy Community, 2016. Sacramento, CA: California Department of Public Health, California Tobacco Control Program.
- American Community Survey, 2011-2015. Suitland, MD: U.S. Census Bureau.

Secondhand Smoke

12. Adult Secondhand Tobacco Exposure: Proportion of adults exposed to secondhand smoke 50.3% 45.3%
Lesbian, Gay, Bisexual, Transgender, or Gender Non-Conforming

- California Behavioral Risk Factor Surveillance System, 2017. Sacramento, CA: California Department of Public Health.

13. Youth Secondhand Tobacco Exposure: Proportion of youth exposed to secondhand smoke or vape 53.6%  46.8%

- California Student Tobacco Survey, 2017-18. San Diego, CA: Center for Research and Intervention in Tobacco Control, University of California, San Diego.

14. Smoke-free Homes: Proportion of adults with smoke-free homes 79.4% 86.6%
Lesbian, Gay, Bisexual, Transgender, or Gender Non-Conforming

- California Behavioral Risk Factor Surveillance System, 2017. Sacramento, CA: California Department of Public Health.

Cessation

15. California Smokers' Helpline Enrollees: Proportion of California Smokers' Helpline enrollees 6.3% 6.6%
of smokers are LGBTQ

- California Smokers' Helpline Caller Intake Reports, 2018. San Diego, CA: California Smokers' Helpline, University of California, San Diego.
- California Health Interview Survey, 2016-17. Los Angeles, CA: UCLA Center for Health Policy Research.

16. Quitting: Proportion of smokers who tried quitting in the last 12 months 62.6% 58.4%

- California Health Interview Survey, 2016-17. Los Angeles, CA: UCLA Center for Health Policy Research.

17. Doctor Advice to Quit: Proportion of smokers whose doctors advised them to quit 44.2% 47.6%

- Online California Adult Tobacco Survey, 2018. Sacramento, CA: California Department of Public Health, California Tobacco Control Program.

References

1. <http://www.lung.org/assets/documents/research/lgbt-report.pdf>
 2. <http://www.lung.org/assets/documents/research/lgbt-report.pdf>
 3. 2017 Story of Inequity, Indicator: Rate of change in prevalence of adult cigarette smoking by priority population group, 2007 to 2013-2014.
 4. 2017 Story of Inequity, Indicator: Prevalence of adult tobacco use by priority population group, including cigarettes, e-cigarettes and other tobacco products.
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