

HELP US ADVOCATE FOR A HEALTHY AND STRONG TOBACCO FREE COMMUNITY.

- ✦ **Quit.** If you or someone you know wants to quit smoking or vaping, contact **Kick It California**
 - Call **1-800-300-8086**
 - Text **"Quit Smoking"** or **"Quit Vaping"** to **66819**
 - Visit **kickitca.org**
 - Download the free **No Butts** or **No Vape** mobile apps
- ✦ **Share.** Let other queer community members know that tobacco use is as serious a problem for us as other health issues.
- ✦ **Advocate for our cause.** Ask your local officials for common-sense policies that protect LGBTQ+ people from Big Tobacco targeting.
- ✦ **Take action.** Write or email letters to the editor or speak at city council meetings to educate on how Big Tobacco unfairly takes advantage of vulnerable members of our community.

Local contact information

Sources:

1. Lee JGL, et al. Tobacco Use Among Sexual Minorities in the USA, 1987-May 2007. *Tob Control*, 18.4 (2009), 275-82.
2. Liautaud, MM, et al. E-cigarette, cigarette, and cannabis use patterns as a function of sexual identity in a sample of Southern California young adults. *Addictive Behaviors Reports*, 13, (2021), 100338.
3. Ibid
4. Day, JK, et al. Transgender Youth Substance Use Disparities: Results From a Population-Based Sample. *Journal of Adolescent Health*, 61.6 (2017), 729-35.

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WE CAN PROTECT OUR COMMUNITY FROM BIG TOBACCO

BIG TOBACCO HAS BEEN TARGETING OUR COMMUNITY FOR DECADES.

This includes:

- + Ads in magazines and other media to make tobacco use **seem like a normal part of queer life.**
- + Coupons and free samples to keep us addicted and **hook new, young smokers.**
- + Sponsorships of LGBTQ+ community events, pride marches, street fairs, and film festivals to **exploit our culture.**



LGBTQ+ COMMUNITIES DON'T NEED BIG TOBACCO TO HAVE PRIDE

Our vibrant communities have continued to make progress but many still face prejudice and stigma. We sometimes use tobacco to cope with this added stress. These factors have led to high smoking and vaping rates that contribute to tens of thousands of LGBTQ+ lives lost every year.¹

47% LGB adults in California are **47% more likely** to have vaped than non-LGB adults.²

2x Bisexual young adults in Southern California are **twice as likely** to report regularly vaping compared to heterosexual young adults.³

4x Transgender youth in California are **4x more likely** to smoke than non-transgender youth.⁴

