



# 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.”<sup>1</sup>



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.<sup>2</sup>

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

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%.<sup>4</sup>

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

# The Proof is in the Data

Indicator	LGBTQ	General Population
<b>Adult Tobacco Use</b>		
1. <b>Adult Cigarette Use: Adult cigarette smoking prevalence</b> <i>no data on people identifying as transgender or queer</i>	19.1% 	12.4%
<ul style="list-style-type: none"> <li>UCLA Center for Health Policy Research. AskCHIS 2013-2014. <a href="http://ask.chis.ucla.edu">http://ask.chis.ucla.edu</a>.</li> </ul>		
2. <b>Change in Adult Cigarette Use: Rate of change in adult cigarette smoking, 2007 to 2014</b> <i>no data on people identifying as transgender or queer</i>	-47.6%	-16.1%
<ul style="list-style-type: none"> <li>UCLA Center for Health Policy Research. AskCHIS 2007. <a href="http://ask.chis.ucla.edu">http://ask.chis.ucla.edu</a>.</li> <li>UCLA Center for Health Policy Research. AskCHIS 2013-2014. <a href="http://ask.chis.ucla.edu">http://ask.chis.ucla.edu</a>.</li> </ul>		
3. <b>Adult Tobacco Use: Adult tobacco use prevalence (including all tobacco products, e.g. cigarettes, e-cigarettes, other tobacco products)</b> <i>no data on people identifying as transgender or queer</i>	24% 	17.4%
<ul style="list-style-type: none"> <li>California Department of Public Health, California Tobacco Control Program. Behavioral Risk Factor Surveillance System, 2013-2014.</li> </ul>		
<b>Availability of Tobacco &amp; Tobacco Industry Influence</b>		
4. <b>Cheapest Cigarettes: Average price for the cheapest pack of cigarettes</b> <i>no data on people identifying as transgender or queer</i>	\$4.67	\$4.58
<ul style="list-style-type: none"> <li>California Department of Public Health, California Tobacco Control Program. Healthy Stores for a Healthy Community, 2016.</li> <li>U.S. Census Bureau. American Community Survey, 2011-2015.</li> </ul>		
5. <b>Flavored Little Cigar Price: Average price for a single flavored little cigar/cigarillo</b> <i>no data on people identifying as transgender or queer</i>	\$0.98	\$0.97
<ul style="list-style-type: none"> <li>California Department of Public Health, California Tobacco Control Program. Healthy Stores for a Healthy Community, 2016.</li> <li>U.S. Census Bureau. American Community Survey, 2011-2015.</li> </ul>		
6. <b>Tobacco Stores: Density of stores selling tobacco per 100,000 residents</b> <i>no data on people identifying as transgender or queer</i>	94	86
<ul style="list-style-type: none"> <li>California Department of Tax and Fees Administration. California Cigarette and Tobacco Products Retailer Licensees, October 2016.</li> <li>U.S. Census Bureau. American Community Survey, 2011-2015.</li> </ul>		

7.	<b>Flavored Tobacco: Proportion of stores that sell flavored non-cigarette tobacco products</b> <i>no data on people identifying as transgender or queer</i>	79.9%	81.8%
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- California Department of Public Health, California Tobacco Control Program. Healthy Stores for a Healthy Community, 2016.
- U.S. Census Bureau. American Community Survey, 2011-2015.

8.	<b>Menthol Cigarettes: Proportion of stores that sell menthol cigarettes</b> <i>no data on people identifying as transgender or queer</i>	92.1%	92.2%
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- California Department of Public Health, California Tobacco Control Program. Healthy Stores for a Healthy Community, 2016.
- U.S. Census Bureau. American Community Survey, 2011-2015.

9.	<b>Tobacco Advertising: Percentage of stores that keep 90% of their storefronts free from any advertising</b> <i>no data on people identifying as transgender or queer</i>	35.4%	37%
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- California Department of Public Health, California Tobacco Control Program. Healthy Stores for a Healthy Community, 2016.
- U.S. Census Bureau. American Community Survey, 2011-2015.

## Secondhand Smoke

10.	<b>Smoke-free Homes: Proportion of smoke-free homes</b> <i>no data on people identifying as transgender or queer</i>	93%	92.9%
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- California Department of Public Health, California Tobacco Control Program. Behavioral Risk Factor Surveillance System, 2013-2014.

## Cessation

11.	<b>California Smokers' Helpline Enrollees: Proportion of California Smokers' Helpline enrollees</b> <i>no data on people identifying as transgender or queer</i>	6.7%	6.6%
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- California Smokers' Helpline. Helpline Caller Intake Reports, July to December 2016.

12.	<b>Quitting: Proportion of smokers who tried quitting in the last 12 months</b> <i>no data on people identifying as transgender or queer</i>	60.1%	60.6%
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- UCLA Center for Health Policy Research. AskCHIS 2013-2014. <http://ask.chis.ucla.edu>.

## 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.