

LGBTQIA+ Education: Tobacco Use

Presented by

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He/Him & They/Them

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History of Tobacco Influence

- **Big Tobacco began targeted advertising in the 1990s**
 - Taking advantage of the emerging LGBTQIA+ market
- **Methods of Advertising:**
 - Gay press publications
 - Hosting Community Outreach efforts (LGBTQIA+ Bar Nights)
 - Corporate Philanthropy (Pride Sponsorships)
 - Giveaways
- **Project SCUM (Sub-Culture Urban Marketing)**
 - Specifically targeted gay men and homeless individuals in their marketing strategies (R. J. Reynolds Tobacco Company)

Tobacco Marketing



freedom.to speak.
to choose. to marry.
to participate. to be.
to disagree. to inhale.
to believe. to love.
to live. **it's all good.**

the people of santa fe natural tobacco company

No additives in our tobacco does **NOT** mean a safer cigarette.

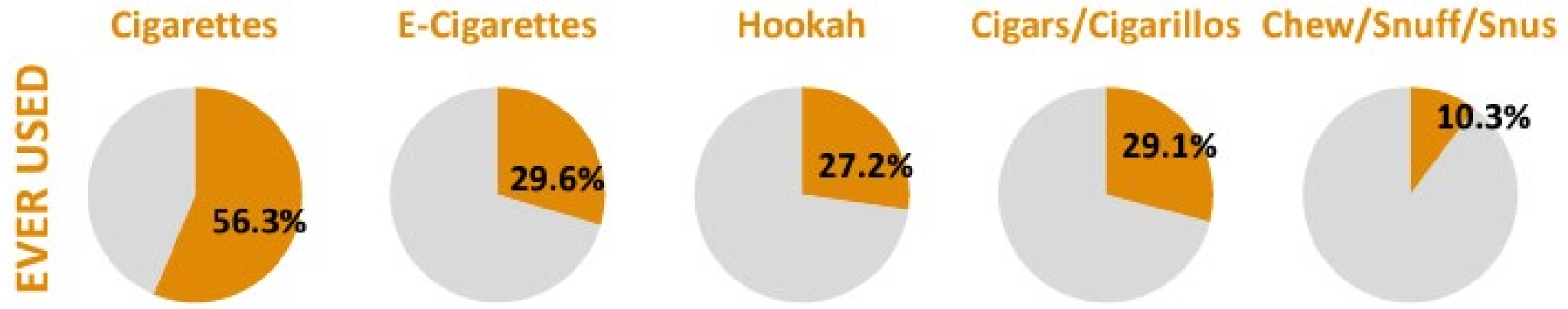
SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.





Tobacco Use in LGBTQIA+ Community

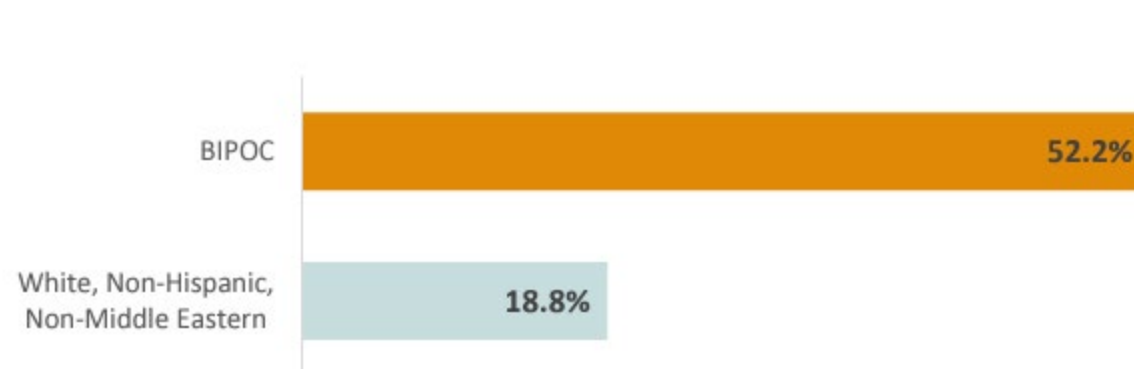
- In Pennsylvania, LGBTQIA+ adults smoke 1.6x higher than the general adult population.



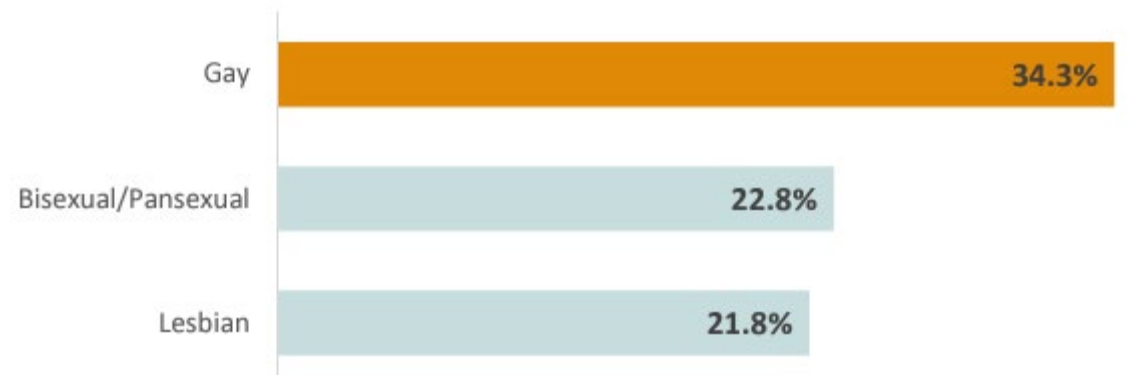
- Smoking rate of PA LGBTQIA+ adults is 25.3%

Demographical Use

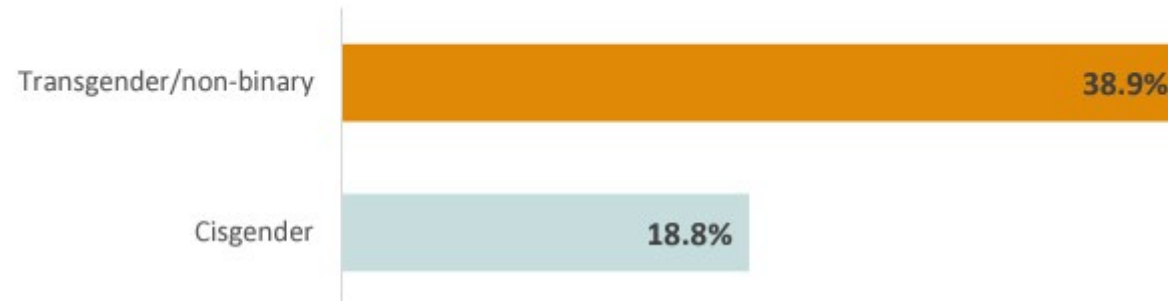
BIPOC have a smoking rate nearly three times that of White/Non-Hispanic respondents. (N=1,918)



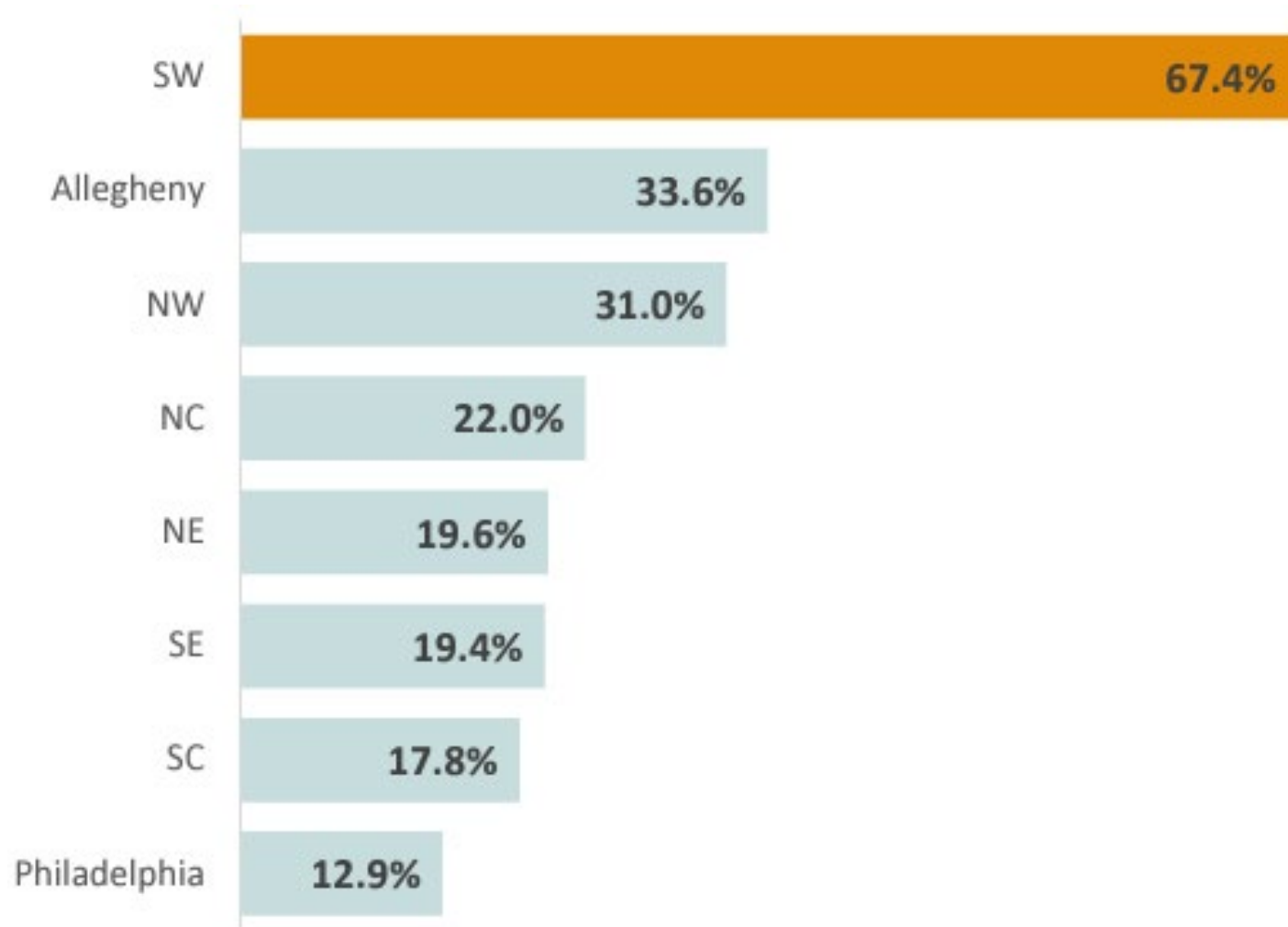
Gay respondents have the highest smoking rate among LGB groups. (N=1,923)



Transgender respondents have a smoking rate nearly twice that of cisgender respondents. (N=1,918)



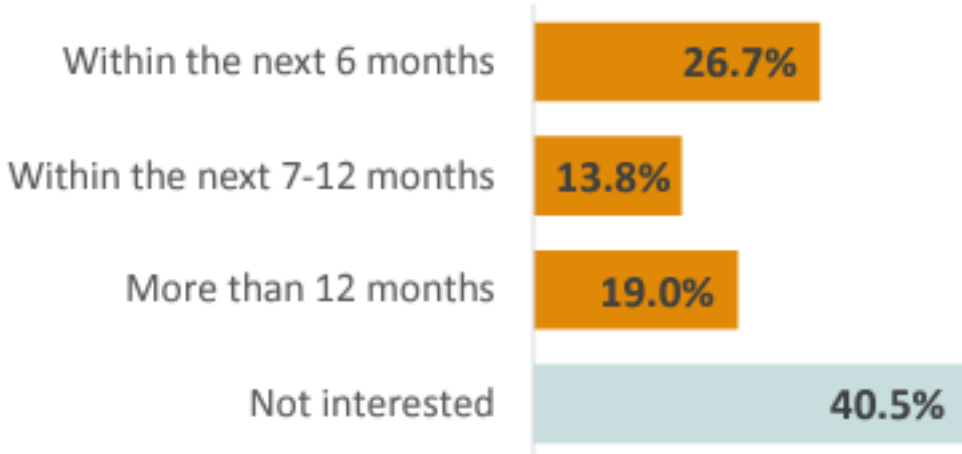
Geographical Use





Cessation Hope

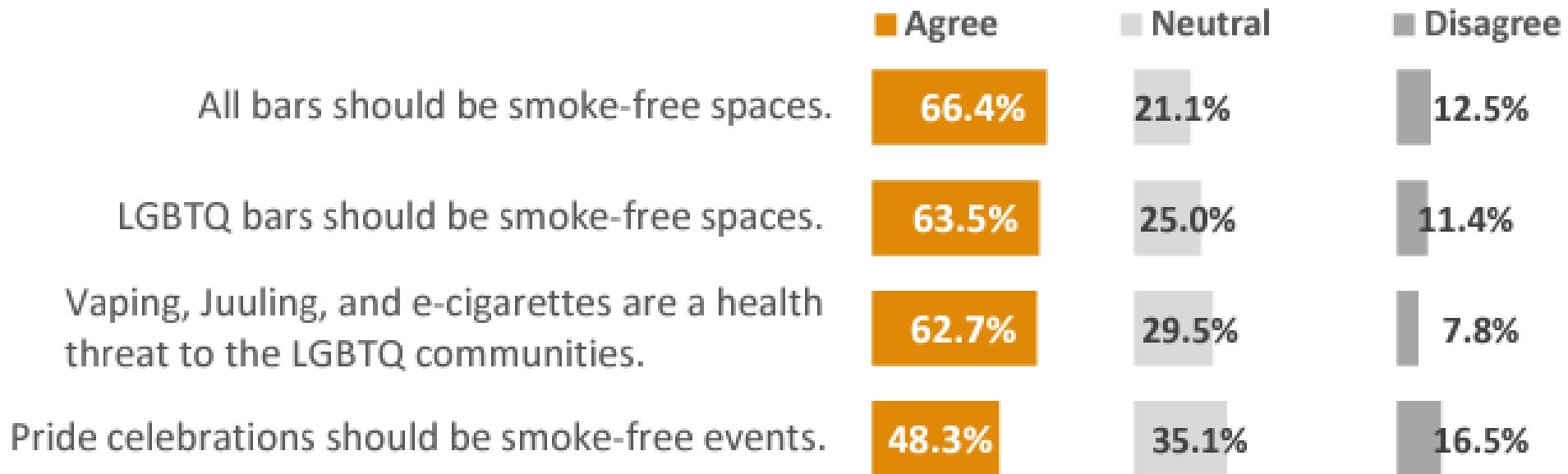
Most respondents who currently smoke cigarettes are **interested in quitting at some point in the future.**
(N=625)





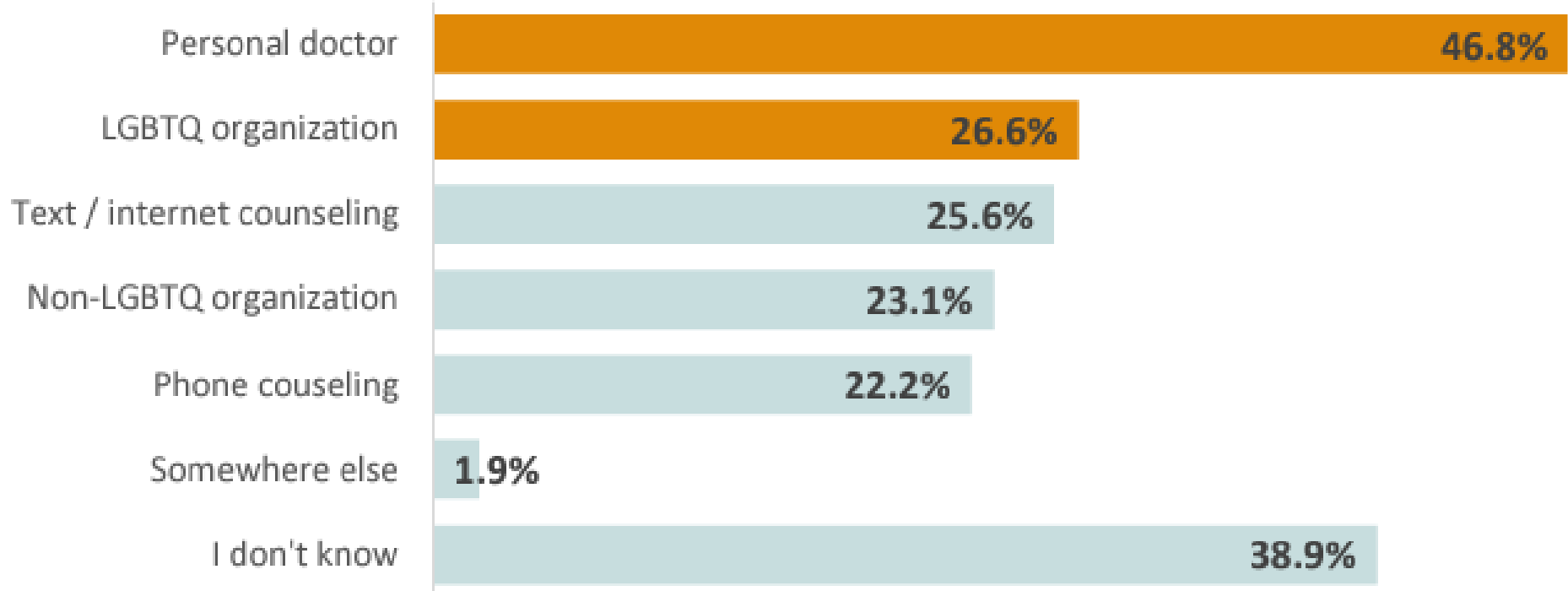
Tobacco Opinions

Respondents expressed **anti-tobacco opinions**. (N=3,441 – 3,462)





Quitting Support





Supporting Cessation

- **Improve Targeted Outreach**
 - Increased tailored cessation messaging – remove the rebel appeal of smoking & include queer voices/experiences
 - Acknowledge the increased stressors the community faces both historically and currently
- **Increase Access**
 - Remove barriers to evidence-based treatments
 - Increase insurance coverage for treatment



Supporting Cessation

- **Protect Queer Spaces**
 - Engage community to adopt clean indoor air spaces, including in bars & restaurants
 - Protect from exposure at events/festivals, gay rodeos, sports events, etc.
- **Build Awareness – Education is Key**
 - Challenge the tobacco industry’s co-opting of LGBT community imagery
 - Build awareness about tobacco industry LGBTQIA+ marketing
 - Expose tobacco industry sponsorship queer orgs/events



Supporting Cessation

- **Influence Public Policy**
 - Reduce density of tobacco retailers and product placement
 - Implement prevention/cessation messaging at point-of-sale
 - Restrict point-of-sale advertising
 - Prohibit flavored tobacco products that increase youth/BIPOC use
- **Increase Direct Funding to LGBTQIA+ Orgs**
 - Sponsor Tobacco Free Pride Events
 - Direct rather than sub-grants for Tobacco Cessation



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