



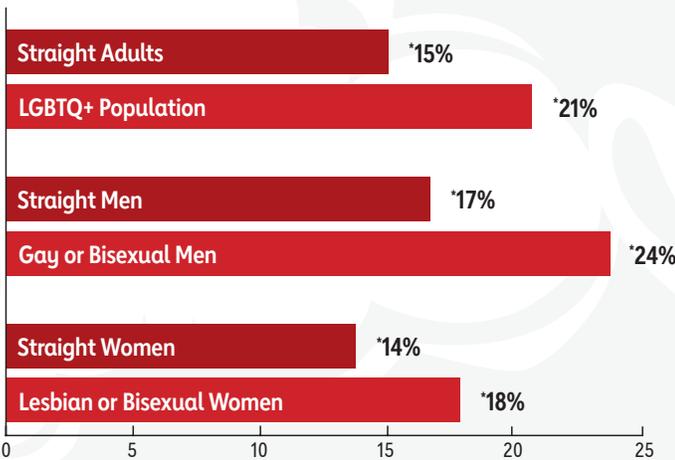
American Heart Association.

The truth about... How the Tobacco Industry Targets the LGBTQ+ Community



The prejudice and stigma many LGBTQ+ people experience can cause extremely high levels of stress. As a result, they may develop unhealthy coping mechanisms – like tobacco use – as an outlet. The tobacco industry knows this and intentionally deploys predatory tactics to hook LGBTQ+ people on its products by spending millions on advertising at Pride festivals, during LGBTQ+ community events and with the organizations that support them. As a result, a disproportionate number of LGBTQ+ people use tobacco products and experience nicotine addiction.

THE LGBTQ+ POPULATION CIGARETTE SMOKE RATES VS STRAIGHT ADULTS



The tobacco industry began **TARGETING** the **LGBTQ+ COMMUNITY** IN THE 1990s in an effort to increase profits.



FOR EXAMPLE: In 1995, R.J. Reynolds, a prominent tobacco company, designed Project SCUM (Subculture Urban Marketing) to sell cigarettes directly to LGBTQ+ people in San Francisco.

Now, three decades later, the tobacco industry still uses many of the same **advertising tactics** to **GET AND KEEP LGBTQ+ PEOPLE HOOKED** on its deadly products.



FOR EXAMPLE: Tobacco companies often exploit Pride Month and Pride events to promote their products.

CASE IN POINT: The tobacco chain store VaporFi has sponsored the Miami Gay Pride Festival by celebrating diversity while encouraging vape usage, and Camel has sponsored Gay Pride events in San Francisco.

LESBIAN, GAY AND BISEXUAL ADULTS ARE 2X AS LIKELY TO USE E-CIGARETTES.



A national study found that **LGBTQ+ ADOLESCENTS ARE MORE LIKELY TO HEAVILY USE TOBACCO PRODUCTS** THAN THEIR STRAIGHT PEERS.



(*Nearly, **About)

PRIDE EVENTS ARE RARELY TOBACCO-FREE, A RESULT OF CORPORATE PRIDE SPONSORSHIPS FROM TOBACCO COMPANIES.

IN FACT, a nationwide study of 100 Pride events found that:

- JUST 8%** had a smoke-free policy and
- ONLY 3%** were tobacco-free.

