



## LET'S END THE SALE OF ALL FLAVORED TOBACCO PRODUCTS

### IT'S TIME TO PROTECT OUR KIDS & DIVERSE COMMUNITY:

People who are lesbian, gay, bisexual, transgender or queer (LGBTQ) include all races, ethnicities, age, socioeconomic groups and live in all areas of the U.S. all areas of the U.S.

The LGBTQ community is not exempt to the pressure and influence of the tobacco industry and addiction to nicotine.

In fact, this group smokes at higher rates than the general population due to stress related to social stigma, discrimination, peer pressure, marketing and now flavored e-cigarettes.

Flavored e-cigarettes have hooked a new generation on nicotine. The flavors, like mango, lemonade, and cotton candy along with menthol mask the harshness and make it "fun" to smoke.

### THE FACTS:

**IN 2019, 34.1% OF LGB YOUTH** use electronic vapor products compared to 32.8% of heterosexual youth.<sup>[1]</sup>

**OVERALL, MORE THAN 3.5 MILLION KIDS** nationally use e-cigarettes.<sup>[1]</sup>

**TRANSGENDER PEOPLE HAVE HIGHER ODDS OF E-CIGARETTE USE** in the past 30-days compared to cisgender people.<sup>[2]</sup>

### THE TOBACCO INDUSTRY DISPROPORTIONATELY TARGETS THE LBGQT COMMUNITY

**TOBACCO COMPANIES HAVE A LONG HISTORY OF TARGETING LGBTQ COMMUNITIES** through event sponsorships, bar promotions, giveaways, and advertising at Pride festivals and other LGBTQ community events.<sup>[3]</sup>


**ADVERTISEMENTS IN LGBTQ PUBLICATIONS DEPICT USE OF TOBACCO AS A NORMAL PART OF LIFE FOR THE LGBTQ COMMUNITY.**<sup>[4]</sup>

**LGBTQ PEOPLE ARE MORE THAN TWICE AS LIKELY TO HAVE BEEN EXPOSED TO E-CIGARETTE CONTENT THAN NON-LGBTQ PEOPLE ON SOCIAL MEDIA AND INTERNET PLATFORMS, INCLUDING FACEBOOK, YOUTUBE, TWITTER, AND TUMBLR IN THE PAST 30 DAYS COMPARED TO NON-LGBTQ PEOPLE.**<sup>[5]</sup>

**TO PROTECT THE HEALTH AND FUTURE OF OUR YOUTH, WE MUST END THE SALE OF ALL FLAVORED TOBACCO PRODUCTS.**



## NOTES:

1. CDC, 2019 High School Youth Risk Behavior Survey Data. Available at <https://yrbs-explorer.services.cdc.gov/#/tables?questionCode=H35&topicCode=C02&year=2019>. Data from another survey, the National Youth Tobacco Survey (NYTS), showed that overall high school e-cigarette use declined from 27.5% in 2020 to 19.6% in 2019, but the NYTS does not provide breakdowns by sexuality. Wang TW, Neff LJ, Park-Lee E, Ren C, Cullen KA, King BA. E-cigarette Use Among Middle and High School Students — United States, 2020. MMWR Morb Mortal Wkly Rep 2020;69:1310–1312. DOI: <http://dx.doi.org/10.15585/mmwr.mm6937e1>
2. Emory, K. T., Scout, Kim, Y., Fagan, P., Vera, L. E., & Emery, S. (2017). Transgender Use of Cigarettes, Cigars, and E-Cigarettes in a National Study. *American Journal of Preventive Medicine*, 53(1), e1–e7. <https://doi.org/10.1016/j.amepre.2016.11.022>
3. <https://www.lung.org/getmedia/d843353c-2609-4554-9daf-f4b629c99503/lgbt-issue-brief-update.pdf.pdf>
4. CDCTobaccoFree. (2019). Lesbian, Gay, Bisexual, and Transgender Persons and Tobacco Use. Retrieved from Centers for Disease Control and Prevention website: <https://www.cdc.gov/tobacco/disparities/lgbt/index.html>
5. Emory, K., Buchting, F. O., Trinidad, D. R., Vera, L., & Emery, S. L. (2018). Lesbian, Gay, Bisexual, and Transgender (LGBT) View it Differently Than Non-LGBT: Exposure to Tobacco-related Couponing, E-cigarette Advertisements, and Anti-tobacco Messages on Social and Traditional Media. *Nicotine & Tobacco Research*, 21(4), 513–522.