

# EXPECT MORE

Everyone Deserves Good Health

## 7<sup>th</sup> Annual National LGBT Health Awareness Week

### SMOKING POLICY

The tobacco industry targets the LGBT community and, especially LGBT youth with cigarette advertising. One campaign by R.J. Reynold's was called Project SCUM (that's Sub-Culture Urban Market) and targeted LGBT neighborhoods.

Smoking greatly impacts the LGBT community:

- LGB men and women are fifty to one hundred percent more likely than heterosexual men and women to smoke cigarettes.
- Exposure to second-hand smoke or involuntary tobacco smoke is bad for your health.
- Transgender people have the highest smoking rates within the LGBT community, and smoking inhibits healing after sexual reassignment surgery.

High rates of smoking negatively impact LGBT health:

- LGBT people have a higher risk of tobacco-related health problems including heart disease, asthma, lung cancer, anal cancer, and esophageal and breast cancer.
- Smoking increases the risk of blood clots in transwomen who take estrogen.
- Smoking increases the risk of heart disease in transmen who take testosterone

Together, we can decrease tobacco use in our community by:

- **Making smoke-free places and spaces.** Ask your neighborhood bars, cafes, and restaurants to go smoke free if they haven't already. They'll see an increase in business.
- **Supporting friends and family.** Having supportive friends and family is an important part of quitting.
- **Resist industry sponsorship.** Industry sponsorship increases smoking rates and provides free advertising to an industry that profits from ruining our community's health.
- **Say no to tobacco industry education campaigns.** Most stop smoking campaigns designed by the tobacco industry actually increase smoking.
- **Include evidence-based anti-smoking campaigns.** If your organization has programs on health, nutrition, education, safety or anything else - include information on tobacco.

**EXPECT MORE: Smoking hurts you and your community!**

**For more information, please see:**

The Mautner Project ([www.mautnerproject.org](http://www.mautnerproject.org))

National LGBT Tobacco Control Network ([www.lgbttobacco.org/](http://www.lgbttobacco.org/))