

# LESBIAN, GAY, BISEXUAL, TRANSGENDER (LGBT):

## TOBACCO'S BURDEN IN NEW MEXICO



How did smoking become part of us?

### FACT:

More LGB deaths are caused each year by tobacco use than from HIV, illegal drug use, alcohol use, car crashes and murders combined.



### In New Mexico

As a group, Lesbian, Gay and Bisexual\* people smoke at **SIGNIFICANTLY HIGHER RATES** than their straight counterparts. The harassment, discrimination, social stress and historical trauma that community members often face has contributed to high tobacco use.

### BY DESIGN

Tobacco companies have aggressively targeted Lesbian, Gay, Bisexual and Transgender (LGBT) people for decades, both through advertising and through philanthropic support. Tobacco companies have sought to attract LGBT smokers, garner community support, and deflect criticism from community leaders.

WHO does this ad speak to?

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.



### FORTUNATELY:

New Mexico's QUIT NOW coaches are trained in LGBT Cultural Competency and research shows the services are effective. LGBT individuals can expect respect and affirmation of their identities and relationships.



### FIERCE PRIDE ACTIONS

**PROMOTE QUITTING & PREVENTION**, especially for LGBT teens and youth, who smoke and vape at high rates (52% use some form of tobacco vs. 30% of straight teens)\*\*

**EXPAND & ENFORCE SMOKE-FREE POLICIES** at community events such as Gay Pride events to reduce tobacco use and secondhand smoke exposure

**MAKE TOBACCO LESS ATTRACTIVE** by using counter-marketing, social media and culturally appropriate cessation messages created by the community itself

\* Data are only available for Lesbian, Gay and Bisexual people. However, the data gap for transgender people is currently being addressed.

\*\* 2015 Youth Risk & Resiliency Survey, grades 9-12 reported any tobacco use, including e-cigarettes in past 30 days.