

Big Tobacco Hooks LGBTQ+ People and Keeps Us from Quitting

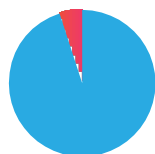


In 2016, California voters approved **Prop 56**, raising taxes on tobacco products to reduce rates of smoking & save lives.

Knowing that increased tobacco prices would encourage smokers to quit, **tobacco companies targeted California smokers with coupons to maintain and grow sales revenue**



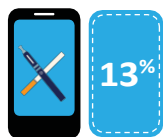
Smoking is **the leading preventable cause of death among LGBTQ+ people** - killing more of us than motor vehicle injuries, firearm injuries, substance use, HIV/AIDS, and suicide combined.



40,000 Californians die each year from smoking-related illnesses. **Approximately 2,000 of them are LGBTQ+.**



In 2019, **Big Tobacco spent more than \$200 million** on tobacco coupons to keep current smokers hooked.



Coupons and ads target youth. **A study found that 68% of high school students were exposed to e-cigarette ads.** Youth exposed to tobacco coupons are more likely to start smoking and become addicted.



Tobacco companies **target the LGBTQ+ community** in their advertising. This is one of the reasons why **LGBTQ+ people smoke at rates up to 4x higher than non-LGBTQ+ people.**

OUT Against Big Tobacco Coalition is a coalition partnership fighting for the institutional changes required to save our next generation from the predatory practices of Big Tobacco. **Join us.** [f @OUTAgainstBigTobaccoCoalition](#) [t @OutTobacco](#)

[1] "The Toll of Tobacco in California." Campaign for Tobacco-Free Kids, May 10, 2017. <https://www.tobaccofreekids.org/problem/toll-us/california>.

[2] Estimate is based on the percentage of California's population that identifies as LGBTQ. "LGBT Data & Demographics - The Williams Institute." Accessed May 29, 2019. <https://williamsinstitute.law.ucla.edu/visualization/lgbt-stats/?topic=LGBT&area=6#density>

[3] Federal Trade Commission Cigarette Report for 2017 - https://www.ftc.gov/system/files/documents/reports/federal-trade-commission-cigarette-report-2017-federal-trade-commission-smokeless-tobacco-report/ftc_cigarette_report_2017.pdf

[4] Soneji, Samir, Bridget K. Ambrose, Won Lee, James Sargent, and Susanne Tanski. "Direct-To-Consumer Tobacco Marketing and Its Association With Tobacco Use Among Adolescents and Young Adults." *Journal of Adolescent Health* 55, no. 2 (August 2014): 209-15. <https://doi.org/10.1016/j.jadohealth.2014.01.019>.

[5] Choi, Kelvin. "The Association between Exposure to Tobacco Coupons and Predictors of Smoking Behaviors among US Youth." *Tobacco Control* 25, no. 2 (March 2016): 232-35. <https://doi.org/10.1136/tobaccocontrol-2014-052147>