



# UP CLOSE WITH TOBACCO AND THE LGBTQ+ COMMUNITIES



Sometimes people aren't sure about how to talk about gender or sexuality, so they avoid conversations altogether. The following is a **non-comprehensive glossary** of common LGBTQ+ terms to help start inclusive conversations about LGBTQ+ health.

## MEET THE LGBTQ+ COMMUNITIES

**LGBTQ+** | An acronym for "lesbian, gay, bisexual, transgender, and queer."

**Lesbian** | A woman who is emotionally, romantically or sexually attracted to other women.

**Gay** | A person who is emotionally, romantically or sexually attracted to members of the same gender.

**Bisexual** | A person emotionally, romantically or sexually attracted to more than one sex, gender or gender identity though not necessarily simultaneously, in the same way or to the same degree.

**Transgender** | An umbrella term for people whose gender identity and/or expression is different from cultural expectations based on the sex they were assigned at birth. Being transgender does not imply any specific sexual orientation. Therefore, transgender people may identify as straight, gay, lesbian, bisexual, etc.

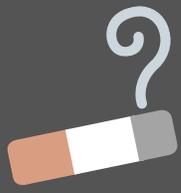
**Queer** | A term people often use to express fluid identities and orientations. Often used interchangeably with "LGBTQ+."

**Sexual orientation** | An inherent or immutable enduring emotional, romantic or sexual attraction to other people.

**Gender identity** | One's innermost concept of self as male, female, a blend of both or neither – how individuals perceive themselves and what they call themselves. One's gender identity can be the same or different from their sex assigned at birth.

**Cisgender** | A term used to describe a person whose gender identity aligns with those typically associated with the sex assigned to them at birth.

**Sexual/gender minority** | Refers to, but is not limited to, individuals who identify as LGBTQ+, with same-sex or -gender attractions or behaviors, and those with a difference in sex development. This also refers to individuals characterized by non-binary constructs of sexual orientation, gender, and/or sex.



# UP CLOSE WITH TOBACCO AND THE LGBTQ+ COMMUNITIES



People who identify as **lesbian, gay, bisexual, transgender, and/or queer** (LGBTQ+) have been aggressively **targeted** by the tobacco industry. LGBTQ+ communities have a **higher prevalence** of tobacco use than their non-sexual/gender minority peers.

## TAKE PRIDE AND LEAVE TOBACCO BEHIND



The tobacco industry has spent millions **targeting** the LGBT+ communities by saturating queer-safe spaces with tobacco **marketing, sponsorship, product promotions, and giveaways**, as seen in *Project SCUM*. In Wisconsin, **41%** of Pride festival attendees reported smoking.

*Sources: Centers for Disease Control and Prevention (CDC); Rm2Breathe Survey*



Over **half** of Wisconsin's LGB+ communities have tried a conventional cigarette and **26%** currently smoke. Nearly **1 in 3** LGB+ Wisconsin adults have tried an electronic cigarette.

*Source: 2018 Wisconsin Behavioral Risk Factor Surveillance System (data available only on LGB+ individuals)*



**Social and employment discrimination** faced by transgender people contributes to the transgender communities having an unfair disadvantage to achieving their best level of health. There is not much data on tobacco use in the transgender community, however it is generally reported to be **higher** than that of their cisgender peers.

*Source: CDC*



LGB high schoolers smoke cigarettes, cigars, use smokeless tobacco, or use electronic vaping devices more (**40%**) than non-sexual/gender minority youth (**33%**).

*Source: MMWR Surveillance Summary 2016;65(No. SS-9):1-202*



SCAN ME

### OUT PROUD AND SMOKE FREE

The need for me to quit smoking came when I realized it was affecting my asthma. I found my inner diva and she was my savior. Not everyone is as fortunate as I was to quit... because smoking is an addiction. If you want to live a fuller and healthier life, now's the day to do it. - Lady J (UW-Milwaukee Student)

#### YOU DON'T HAVE TO QUIT ALONE

For more information call the Wisconsin Tobacco Quit Line at **1-800-QUIT-NOW** or scan here.



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