

STRONGER TOGETHER

THE LGBTQ COMMUNITY & TOBACCO

- The LGBTQ community is among the hardest hit by tobacco. Challenges like stigma and discrimination are real, and the tobacco industry has a long history of using them to aggressively target LGBTQ youth and adults. As an LGBTQ community we can stand Stronger Together in our fight against tobacco.
- **Create a new norm!** Encourage LGBTQ community members to quit using tobacco. Be supportive by making Pride events and LGBTQ bars tobacco-free.
- **Spread the word!** Get the word out to the LGBTQ community about Louisiana's free tobacco Quitline. Promote 1-800-QUIT-NOW at LGBTQ community events and to LGBTQ organizations.



2 OUT OF 10

straight adults in Louisiana smoke cigarettes

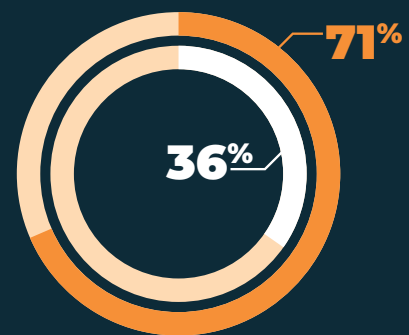


4 OUT OF 10

LGBTQ adults in Louisiana smoke cigarettes



THAT'S DOUBLE THE AMOUNT!



71% OF LGBTQ tobacco users want to quit BUT ONLY 36% are aware of the Louisiana Tobacco Quitline



All Louisiana residents deserve the opportunity to live a healthy, tobacco-free life, regardless of their race, education level, gender identity, sexual orientation, the job they have, the neighborhood they live in, or whether or not they have a disability. **For help in quitting smoking or using tobacco, call 1-800-QUIT-NOW or visit QuitWithUsLa.org.**

QUIT WITH US, LA
— LIVE LIFE —
TOBACCO-FREE