

# Indiana Lesbian, Gay, Bisexual, and Transgender Communities and Tobacco Use



Tobacco Prevention  
and Cessation

May 2022

Everyone deserves a fair and just opportunity to be as healthy as possible – free from the harm that commercial tobacco use can cause. The tobacco industry has a history of targeting some groups including those identifying as lesbian, gay, bisexual or transgender (LGBT) with tailored marketing tactics. The tobacco industry has saturated these communities with their advertising depicting their products as a normal part of life for members of the LGBT community. Tobacco companies have sponsored community outreach events such as LGBT bar nights and annual Pride festivals while also promoting flavored products, including menthol. Additionally, the pressure of discrimination a person faces by identifying as LGBT makes it more likely that a person will begin to use tobacco and make it harder to end their addiction to tobacco.

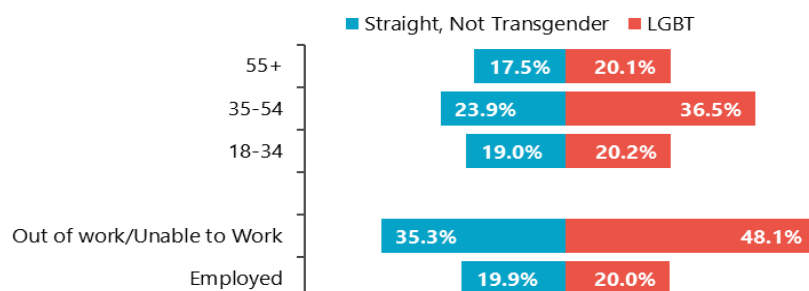
## Current Smoking Among U.S. Adults by Sexual Orientation

Smoking disparities among LGBT adults in Indiana are similar to smoking disparities among lesbian, gay, bisexual, and transgender adults nationally. Nationally those identifying as lesbian, gay, bisexual or transgender are 60% more likely to smoke cigarettes than straight, non-transgender adults. Additionally, LGBT adults are more than two times as likely to use e-cigarettes.

## Current Smoking Among Indiana LGBT Adults, 2020

- In 2020, smoking prevalence was nearly 20% higher among Hoosier LGBT adults (23.6%) than straight, non-transgender adults (19.8%).
- Across all age groups, smoking prevalence was higher among adults who identified as LGBT than those who did not
- Nearly half of adults who reported not working in 2020 and identified as LGBT reported smoking. This is more than double the smoking rate of anyone who reported being employed in 2020.

**Current Smoking among LGBT Adults by Age and Employment, BRFSS 2020**



## Fast Facts

In 2020, **23.6%** of LGBT adults in Indiana reported smoking, a rate that is nearly **20% higher** than for those who did not identify as LGBT.

E-cigarette use among LGBT adults was over **2x higher** than among adults not identifying as LGBT.

Historically, tobacco companies have aggressively marketed their products to LGBT communities.

People who use tobacco and identify as LGBT have reported experiencing barriers to accessing health care and tobacco cessation services.

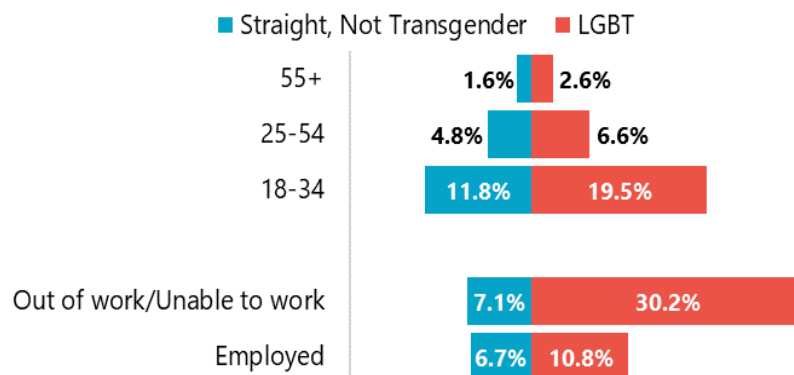
## Resources for Quitting:

Quit Now Indiana provides free counseling, support, and resources and is welcoming to all Hoosiers interested in quitting tobacco. Access quit services by calling **1-800-QUIT-NOW** or visiting [QuitNowIndiana.com](https://www.QuitNowIndiana.com).

## Current Use of E-Cigarettes Among Indiana LGBT Adults, 2020

- In 2020, e-cigarette use was over two times higher among Hoosier LGBT adults (13.6%) than straight, non-transgender adults (5.4%).
- Among LGBT adults in Indiana, e-cigarette use was highest among young adults ages 18-24 (19.5%).
- Those identifying as LGBT and unable to work or out of work reported using e-cigarettes at three times the rate of anyone that was employed.

### Current E-cigarette Use Among LGBT Adults by Age and Employment, BRFSS 2020



## Smoking Cessation Among LGBT Adults, 2020

In 2020, nearly 3 in 5 LGBT smokers (59.7%) reported trying to end their dependence on tobacco at least once in the last year, this was slightly higher than what was reported for straight non-transgender adults, 51.3%.

### Addressing LGBT Tobacco Use Disparities

While the tobacco industry knowingly targets the LGBT population and floods their communities with LGBT friendly marketing and advertising, additional pressures can impact their use of tobacco including:

- Discrimination, violence, and stress experienced by persons identifying as LGBT
- Barriers to accessing health care and tobacco dependence treatment services
- Higher prevalence of risk factors such as alienation, victimization, low self-esteem, and depression among LGBT youth and young adults

## Conclusions

Implementing statewide comprehensive tobacco control best practices as well as culturally appropriate anti-tobacco messaging may help reduce the disproportionate burden tobacco places on LGBT communities.

If you or someone you know needs to end their dependence on tobacco, call 1-800-Quit-Now or visit [QuitNowIndiana.com](http://QuitNowIndiana.com) for free support.