



## When Did Smoking Become Part of Us?

This bookmark is brought to you by QUYTIT (queer urban youth tobacco interruption team)

612-728-2079

### 5 Reasons GLBTQI Youth Smoke (and healthier options)

1. **TO FIT IN** - Be yourself! Express yourself! You are fabulous!
2. **STRESS** - Smoking is temporary relaxation. Try deep breathing instead - it lasts longer.
3. **IT MAKES ME LOOK SEXY** - Hacking and coughing are not sexy.
4. **ANXIETY** - Smoking is a diversion. Talk to someone who cares.
5. **WHY NOT?** – Because the world needs you!

### Resources

Rainbow Health Initiative  
[www.rainbowhealth.org](http://www.rainbowhealth.org)  
Quit Line: 1-866-434-9736  
[www.glbtcallitquitsmn.com](http://www.glbtcallitquitsmn.com)

Tobacco Free  
Lavender Communities –  
[www.mnTLC.org](http://www.mnTLC.org)

Minnesota School OUTreach Coalition  
– [www.mnschooloutreach.org](http://www.mnschooloutreach.org)

MN LGBT Health Care  
Provider Network  
[www.mnlgbthpn.org](http://www.mnlgbthpn.org)

Sexual Minority Youth  
Resource Center  
[www.smyrc.org/breathe\\_free.html](http://www.smyrc.org/breathe_free.html)



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### Some facts:

LGBT people smoke at rates almost 50% - 200% higher than the rest of the population.

LGBT adolescents are taking up smoking at an alarming rate. In a national study, 45% of females and 35% of males who reported same sex attraction also smoked. In comparison, only 29% of the rest of the youth smoked.

### How they do it:

- Direct advertising
- Indirect advertising
- Event sponsorship
- Outreach efforts and community promotions

### Some examples:

Tobacco companies offer an unknown amount of their financial support to LGBT festivals, bars, media, and local organizations.

As early supporters of LGBT causes, the tobacco companies garnered appreciative community response, since many other funders avoided LGBT issues.

An early tobacco industry document described the plan for increasing sales among San Francisco's gay and homeless populations. It was labeled **"Project Scum."**

In 1999, Philip Morris gave \$60 million in corporate gifts & spent \$100 million to tell us about it.



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