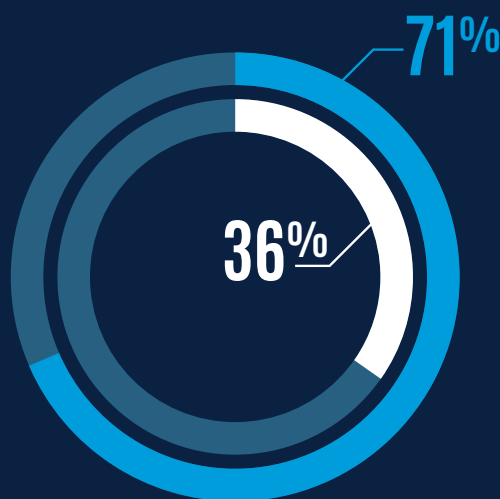


# STRONGER TOGETHER

## THE LGBT COMMUNITY & TOBACCO

- The LGBT 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 LGBT youth and adults. As an LGBT community we can stand Stronger Together in our fight against tobacco.
- **Create a new norm!** Encourage LGBT community members to quit using tobacco. Be supportive by making Pride events and LGBT bars tobacco-free.
- **Spread the word!** Get the word out to the LGBT community about Louisiana's free tobacco Quitline. Promote 1-800-QUIT-NOW at LGBT community events and to LGBT organizations.



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

THAT'S DOUBLE THE AMOUNT!

**2 OUT OF 10**

straight adults in Louisiana smoke cigarettes



**4 OUT OF 10**

LGBT adults in Louisiana smoke cigarettes



All Louisiana residents deserve the opportunity to live a healthy, tobacco-free life, regardless of their race, level of education, 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](http://QuitWithUsLA.org).

**QUIT WITH US, LA**

1.800.QUIT.NOW  
[QuitWithUsLa.Org](http://QuitWithUsLa.Org)