

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



Tobacco Prevention and Cessation

November 2024

Everyone deserves the 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 advertising depicting tobacco 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 persist among adults in the United States, specifically among those in the LGBT community. Nearly 1 in 6 adults identifying as lesbian, gay, or bisexual (LGB) currently smoke compared to 1 in 9 straight adults.

Current Smoking Among Indiana LGBT Adults, 2023

- In the past several years, adult cigarette smoking was significantly higher in the LGBT population compared to those that are straight, not transgender.
- In 2023, 17.8% of Indiana adults who identify as LGBT reported currently smoking which is similar to straight, non-transgender adults (14.4%).
- In 2023, adult smoking among those identifying as LGBT was significantly lower than what was seen in 2014*, 17.8% versus 37.3%.
- In 2023 and in previous years, the number of LGBT adults surveyed by the Behavioral Risk Factor Surveillance System (BRFSS) has been small. This smaller sample size each year can cause fluctuations in rates of smoking, making it look like a significant change has happened when it has not.

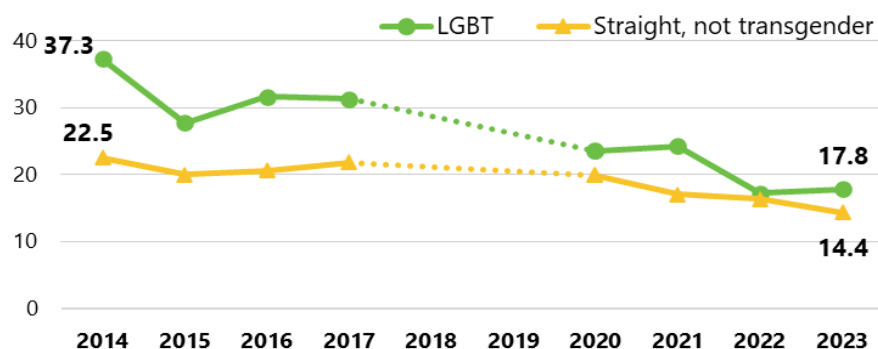
Fast Facts

- In 2023, **17.8%** of Indiana adults identifying as LGBT reported smoking cigarettes.
- E-cigarette use among those identifying as LGBT was **nearly 3x** of those who did not identify as LGBT (**21.3% versus 7.3%**).
- Historically, tobacco companies have aggressively marketed their products to LGBT communities.
- **About 3 in 5** of Indiana adults identifying as LGBT that smoke reported trying to quit smoking.

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**.

Current Smoking Among LGBT Adults in Indiana, BRFSS, 2014-2023

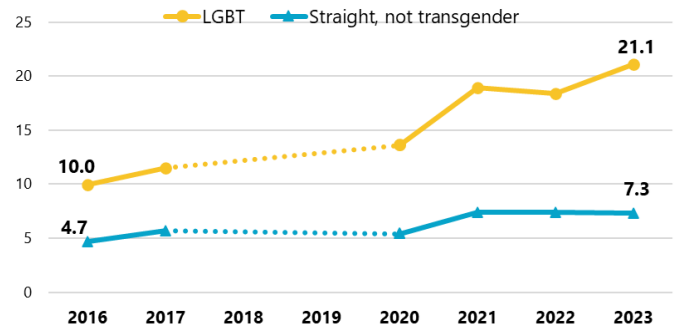


*In Indiana, sexual orientation and gender identity were first assessed on the Behavioral Risk Factor Surveillance System in 2014. The questions on gender identify and sexual orientation were not asked in 2018 or 2019.

Current Use of E-Cigarettes Among Indiana LGBT Adults

- In 2023, e-cigarette use among those identifying as LGBT was nearly **3x higher** compared to straight, non-transgender adults (21.1% vs. 7.3%).
- In the U.S., increased rates of e-cigarette use are seen among those identifying as lesbian, gay or bisexual (LGB), where estimates are **3x higher** among those identifying as LGB compared to those that are straight (13.2% versus 4.1%)

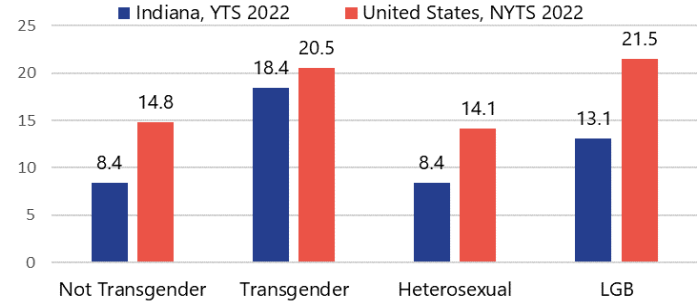
Current E-cigarette Use Among LGBT Adults in Indiana, BRFSS, 2016- 2023



Current Use of E-Cigarettes Among Indiana LGBT Youth

- Similar to what we see nationally, the current use of e-cigarettes among Indiana high school youth who identify as lesbian, gay, or bisexual is significantly higher than their straight peers.
- Additionally Indiana youth that identify as transgender are using e-cigarettes at a higher rate than their non-transgender peers, similar again to national trends.

Current E-cigarette Use Among LGBT High School Youth in Indiana and the United States, YTS, NYTS, 2022



Smoking Cessation Among LGBT Adults

In 2023, **3 in 5** of Indiana adults identifying as LGBT that smoke cigarettes (**60.9%**) reported trying to end their dependence on tobacco at least once in the last year. This was slightly higher than what was reported among straight, non-transgender adults (50.2%).

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](https://www.QuitNowIndiana.com) for free support.

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