LET’S END THE SALE OF ALL FLavored TOBACCO PRODUCTS

IT’S PHOENIX’S TIME TO PROTECT OUR KIDS & DIVERSE COMMUNITY:

People who are lesbian, gay, bisexual, transgender or queer (LGBTQ) include all races, ethnicities, age, socioeconomic groups and live in all areas of the U.S. including Metro Phoenix.

The LGBTQ community is not exempt to the pressure and influence of the tobacco industry and addiction to nicotine.

In fact, this group smokes at higher rates than the general population due to stress related to social stigma, discrimination, peer pressure, marketing and now flavored e-cigarettes.

Flavored e-cigarettes have hooked a new generation on nicotine. The flavors, like mango, lemonade, and cotton candy along with menthol mask the harshness and make it “fun” to smoke.

THE FACTS:

IN 2019, 34.1% OF LGB YOUTH use electronic vapor products compared to 32.8% of heterosexual youth.[1]

OVERALL, MORE THAN 3.5 MILLION KIDS nationally use e-cigarettes.[1]

TRANSGENDER PEOPLE HAVE HIGHER ODDS OF E-CIGARETTE USE in the past 30-days compared to cisgender people.[2]

THE TOBACCO INDUSTRY DISPROPORTIONATELY TARGETS THE LBGTQ COMMUNITY

TOBACCO COMPANIES HAVE A LONG HISTORY OF TARGETING LBGTQ COMMUNITIES through event sponsorships, bar promotions, giveaways, and advertising at Pride festivals and other LGBTQ community events.[3]

ADVERTISEMENTS IN LBGTQ PUBLICATIONS DEPICT USE OF TOBACCO AS A NORMAL PART OF LIFE FOR THE LBGTQ COMMUNITY.[4]

LGBTQ PEOPLE ARE MORE THAN TWICE AS LIKELY TO HAVE BEEN EXPOSED TO E-CIGARETTE CONTENT THAN NON-LGBTQ PEOPLE ON SOCIAL MEDIA AND INTERNET PLATFORMS, INCLUDING FACEBOOK, YOUTUBE, TWITTER, AND TUMBLR IN THE PAST 30 DAYS COMPARED TO NON-LGBTQ PEOPLE.[5]

TO PROTECT THE HEALTH AND FUTURE OF PHOENIX’S YOUTH, WE MUST END THE SALE OF ALL FLAVORED TOBACCO PRODUCTS.
NOTES:


