



Tobacco-Free PRIDE 2025

Celebrate community. Champion health.

Tobacco Use is an LGBTQIA+ Issue

DID YOU KNOW...

...LGBTQIA+ people have higher rates of tobacco use than non-LGBTQIA+ people?

As a result, LGBTQIA+ individuals are disproportionately impacted by tobacco-related diseases, disability, and death - making tobacco use a public health issue for our community.

Stress due to identity-related discrimination and stigma, and aggressive marketing tactics by tobacco companies contribute to these higher rates of tobacco use - making tobacco use a social justice issue, too.

*Source: Smoking rates among the LGBTQ+ population (Prevent Cancer Foundation):
<https://preventcancer.org/article/smoking-lgbtq-population/>*

*Source: Smoke-Free Outdoor Pride Event Toolkit: National LGBT Cancer Network
[Smoke-free PRIDE Toolkit.pdf](#)*



Tobacco-Free PRIDE Benefits Everyone

Tobacco-Free PRIDE Events:

- Create an LGBTQIA+ culture free from tobacco industry influence.
- Model smoke- and vape-free behavior for LGBTQIA+ and ally youth.
- Create a more welcoming and family-friendly environment for all.
- Reduce exposure to secondhand smoke and aerosol and the associated health risks from exposure, including asthma attacks.
- Minimize environmental hazards like tobacco litter and fires.

Source: Smoke-Free Outdoor Pride Event Toolkit: National LGBT Cancer Network Smoke-free PRIDE Toolkit.pdf

Support for Tobacco-Free PRIDE Events



Connecticut's True to You (T2U) Coalition surveyed 119 LGBTQIA+ CT residents in 2024 and found:

- 78% of respondents did not use tobacco products, including e-cigarettes.
- 71% of respondents reported their friends were bothered by secondhand smoke.
- 95% of respondents would still attend PRIDE and other LGBTQIA+ events if smoking and vaping were prohibited.

2024 -2026 Strategic Plan: https://www.ctclearinghouse.org/Customer-Content/www/CMS/files/T2U_Strategic_Plan_2024-2026_-_6_28_24.pdf

Steps to Make PRIDE Tobacco-Free in 2025

- 1 Encourage PRIDE event planners to adopt smoke- and vape-free policies.
- 2 Post tobacco-free lawn signs at event entrances (available at no cost from the True to You Coalition; see samples to the right; available in English and Spanish).
- 3 Prohibit tobacco and e-cigarette company sponsorship and participation.
- 4 Promote tobacco and e-cigarette cessation at events.



For more information about hosting tobacco-free events or to order free lawn signs, please email hgiardina@wheelerclinic.org or visit CTTrueToYou.org.