

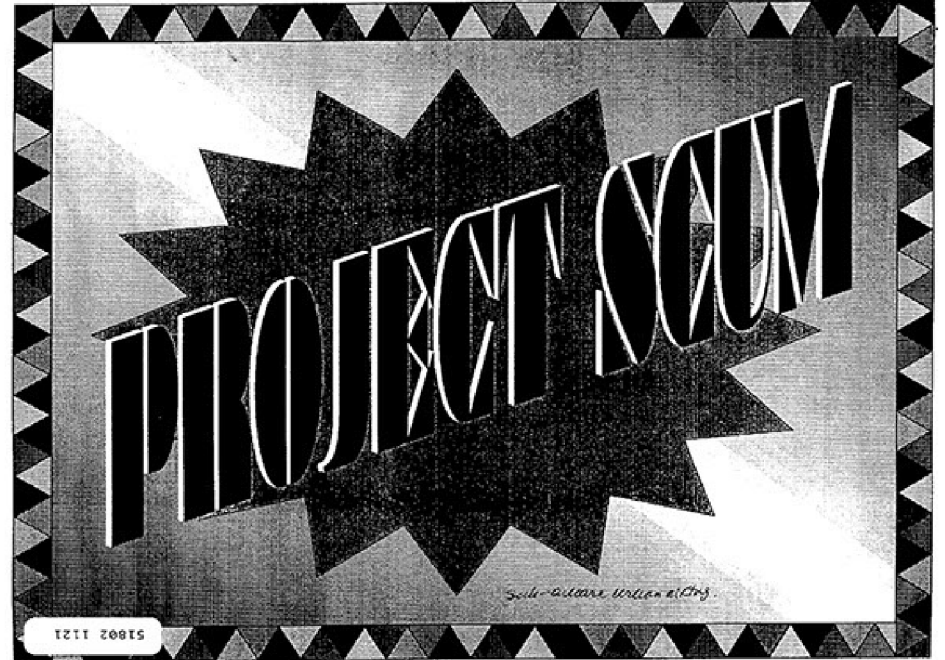
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Made by People  
Who Fucking  
Hate Cigarettes

<http://www.handcult.com/cigs>

2024

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How Tobacco  
Sells Cancer  
to the Queer  
Community

## About the Cover

The logo depicted on the cover of this zine is the actual logo used internally by R.J. Reynolds (the manufacturer of Camel cigarettes, among others) when presenting a plan in 1995 to increase cigarette consumption among the gay and homeless population of San Francisco. They later renamed it Project Sourdough, to avoid negative PR.

The SubCulture Urban Marketing (SCUM) presentation detailed plans to create targeted advertisements towards queer folks in head shops, cigarette outlets, and liquor stores. RJR also planned to offer themed t-shirts, collector packs, and discount coupons on cigarettes among gay communities.

Their goal was to take advantage of an "opportunity for a cigarette manufacturer to dominator [the gay community]." They would expand their storefront presence and product availability in this area by hiring two full-time representatives at \$100,00 annually, expecting to gain millions of dollars in annual revenue as a result.

# BACK

Quitting is not just about the long-term benefits of reducing your risk of cancer later in life. It has tangible short term benefits: your food will taste better, you will sleep better, you will breathe better, and you will have more money in your pocket.

Visit the CDC's website here for tips on quitting from former smokers:

<https://www.cdc.gov/tobacco/campaign/tips>

or call 1-800-QUIT-NOW for help making a quit plan.

You can also email [tobacco@handcult.com](mailto:tobacco@handcult.com), but I am just a girl who hates cigarettes, and not a professional. I will just be supportive to you. :)

# FIGHT

Celebrate pride by taking your life back.

The best way for you to fight back is to quit smoking, and give this book to a friend. You CAN quit! There will never be a "good time" to quit smoking, if you are waiting for one.

No matter when you quit, it is going to be hard. My advice to you is to choose a day to quit, and make a plan for how you will do so. Know that any urge you have to smoke will pass - I promise! Do not convince yourself that you can smoke "just one" cigarette - this is not true, and you don't need it.

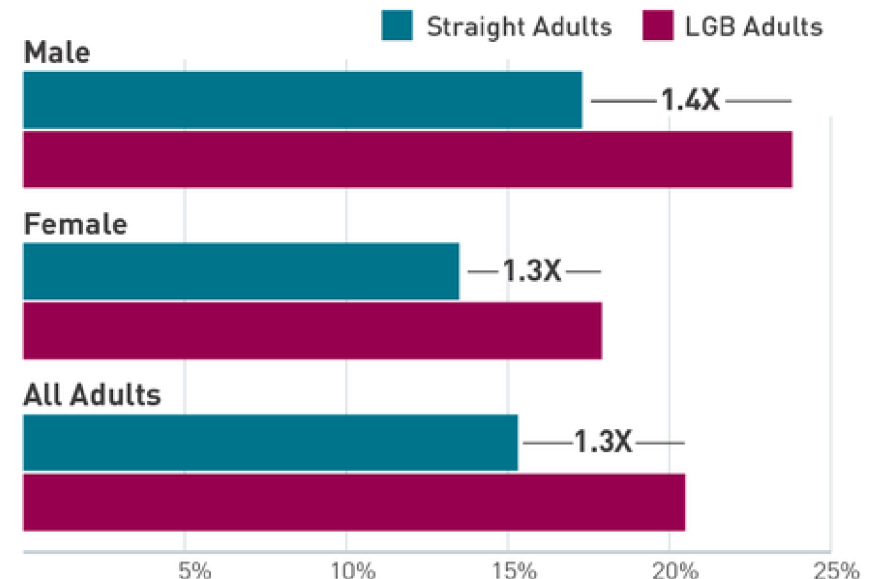
The only difference between giving in to the craving and waiting for the craving to pass is that if you give in, the craving will keep coming back forever. If you wait for it to pass, cravings will slow down dramatically.

Remember: things get easier in steps after the first three days, the first three weeks, and the first three months.

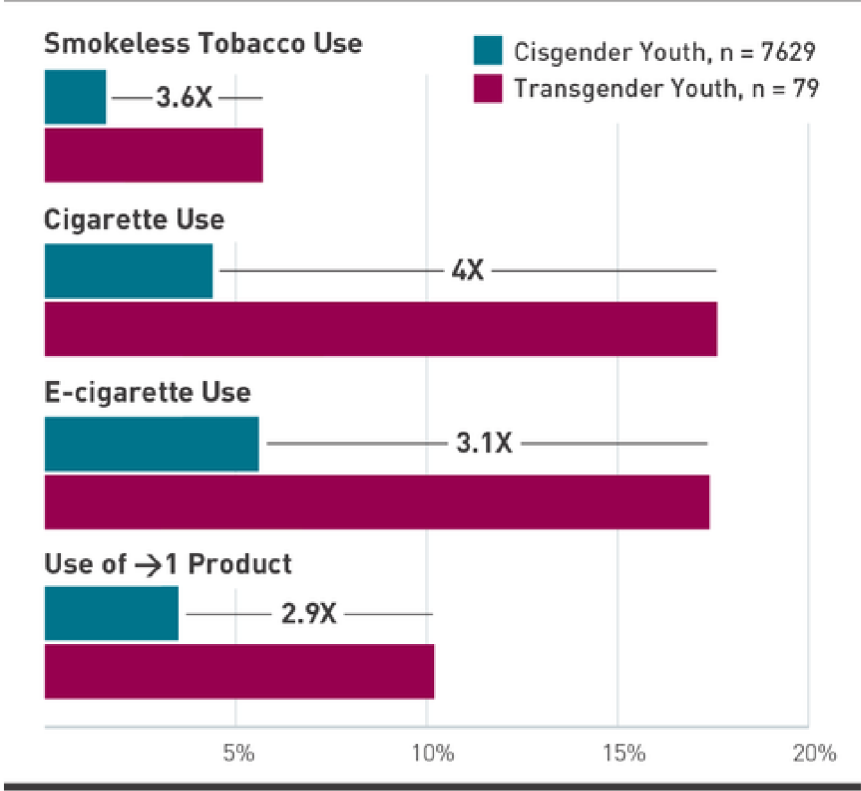
Decades later, this effort and many others like it have had disastrous effects on queer communities! Transgender youth have been shown to be 4 times as likely to smoke cigarettes than their cisgender peers, and transgender adults are 1.5 times more likely to smoke than cisgender adults.

Similar disparity exists between heterosexual and LGB adults.

## LGB Adults vs Straight Adults Current Cigarette Use Prevalence, 2016<sup>1</sup>



**Transgender Youth vs Cisgender Youth**  
**Current Tobacco Use, 2016<sup>4</sup>**



These graphs are sourced from the Truth Initiative at [truthinitiative.org](https://truthinitiative.org)

Das war 'ne Traumhochzeit, Männer!

Köln, 3. Juli, Christopher Street Day:  
Pastor Norbert traute zwei Liebende.  
Gesegnet von West

Test the Lights!

Die EG-Gesundheitsminister: Rauchen gefährdet die Gesundheit. Der Rauch einer Zigarette dieser Marke enthält: 0,6 mg Nikotin und 7 mg Kondensat (Teer). (Durchschnittswerte nach ISO.)

## **Other selected examples of queer-centric advertisement**

A 2001 advertisement for Lucky Strike featured a lesbian couple with the phrase "I chose."

A 2005 American Spirit campaign praised the "Freedom to Marry" along with the "Freedom to Inhale"

A 2015 advertisement for Blu vapes featured a drag queen smoking; "Just Blu and You"

NJOY released a sexualized ad for their vapes in 2013 in OUT magazine.

## **Modern Queer-Focused Advertising**

Vape and Cigarette companies have had campaigns similar to Project SCUM throughout the decades since, and continue to do this shit today. Queer folks report exposure to tobacco marketing on video streaming sites at a rate 3 times higher than nonqueer folks.

Folks identifying as "queer" rather than "gay", "lesbian", or "bisexual" are targeted with advertising even heavier - the tobacco industry views as a golden opportunity to line their pockets.

# Philip Morris in "Genre" Magazine

In 1992, Philip Morris published advertisements for the first time in Genre (a periodical published for gay men). They believed that they could own the market, achieving exclusivity in the gay community due to the gay community's "high brand loyalty."

The advertisement did not explicitly mention queerness, and Philip Morris orchestrated reporting on its campaign that was designed to hide its target audience. They publicly denied targeting the queer community after getting negative PR from the "Marlboro Man" being interpreted as gay.

Altria, the modern name of the company previously known as Philip Morris, continues advertising to queers today and does so subtly. Advertisements are placed in media that is consumed more by queer folks, despite generally not being obviously or explicitly "queer-centric."

Although Philip Morris has never included queer elements in its advertising for Marlboro, that isn't true for all of its brands. The Parliament ad pictured below was slightly modified between Out magazine vs Rolling Stone magazine.

