Sometimes people aren't sure about how to talk about gender or sexuality, so they avoid conversations altogether. The following is a non-comprehensive glossary of common LGBTQ+ terms to help start inclusive conversations about LGBTQ+ health.

**LGBTQ+** | An acronym for "lesbian, gay, bisexual, transgender, and queer."

**Lesbian** | A woman who is emotionally, romantically or sexually attracted to other women.

**Gay** | A person who is emotionally, romantically or sexually attracted to members of the same gender.

**Bisexual** | A person emotionally, romantically or sexually attracted to more than one sex, gender or gender identity though not necessarily simultaneously, in the same way or to the same degree.

**Transgender** | An umbrella term for people whose gender identity and/or expression is different from cultural expectations based on the sex they were assigned at birth. Being transgender does not imply any specific sexual orientation. Therefore, transgender people may identify as straight, gay, lesbian, bisexual, etc.

**Queer** | A term people often use to express fluid identities and orientations. Often used interchangeably with "LGBTQ+.

**Sexual orientation** | An inherent or immutable enduring emotional, romantic or sexual attraction to other people.

**Gender identity** | One’s innermost concept of self as male, female, a blend of both or neither – how individuals perceive themselves and what they call themselves. One's gender identity can be the same or different from their sex assigned at birth.

**Cisgender** | A term used to describe a person whose gender identity aligns with those typically associated with the sex assigned to them at birth.

**Sexual/gender minority** | Refers to, but is not limited to, individuals who identify as LGBTQ+, with same-sex or -gender attractions or behaviors, and those with a difference in sex development. This also refers to individuals characterized by non-binary constructs of sexual orientation, gender, and/or sex.

Definitions from Human Rights Campaign and National Institutes of Health
People who identify as lesbian, gay, bisexual, transgender, and/or queer (LGBTQ+) have been aggressively targeted by the tobacco industry. LGBTQ+ communities have a higher prevalence of tobacco use than their non-sexual/gender minority peers.

Over half of Wisconsin's LGB+ communities have tried a conventional cigarette and 26% currently smoke. Nearly 1 in 3 LGB+ Wisconsin adults have tried an electronic cigarette.

Social and employment discrimination faced by transgender people contributes to the transgender communities having an unfair disadvantage to achieving their best level of health. There is not much data on tobacco use in the transgender community, however it is generally reported to be higher than that of their cisgender peers.

LGB high schoolers smoke cigarettes, cigars, use smokeless tobacco, or use electronic vaping devices more (40%) than non-sexual/gender minority youth (33%).

The need for me to quit smoking came when I realized it was affecting my asthma. I found my inner diva and she was my savior. Not everyone is as fortunate as I was to quit... because smoking is an addiction. If you want to live a fuller and healthier life, now's the day to do it. - Lady J (UW-Milwaukee Student)