

## Homeless

**Smoking Prevalence:** National surveys indicate that smoking prevalence among homeless adults is approximately 73%<sup>87</sup> compared with 17.8% among the general population.

### Cessation:

- A 2009 nationally representative survey found that, despite having a quit ratio less than half of that seen in the U.S. general population, homeless smokers did not differ from non-homeless smokers in their rates of desire to quit.<sup>88</sup> More homeless episodes were found to be associated with lower odds of successful cessation.<sup>87</sup>

### Health Effects:

- Much of the homeless population suffers from medical conditions as a result of exposure to the cold, poor nutrition and hygiene, and risky behaviors. Smoking exacerbates many of these conditions.<sup>89</sup>
- Homeless smokers may be more likely to smoke discarded cigarette butts or used filters or to share cigarettes to save money. These behaviors put them at greater risk for infectious diseases, cancer, respiratory illness, and cardiovascular disease.<sup>89</sup>
- Undeserved & Overlooked: Tobacco Addiction Among the Homeless Population [1]
- Frequently Asked Questions About this Population [2]

### Marketing:

- In 1994, the Phillip Morris (under the brand name Merit) donated 7,000 blankets to homeless shelters in Brooklyn, in order to ?generate media coverage.?<sup>60</sup>
- RJR directly targeted the homeless as part of an urban marketing plan in the 1990s, focused on the advertising of ??value?? brands to ??street people.??<sup>90</sup>
- In 1995, one tobacco company developed a marketing plan aimed at homeless people and gays. They called it project SCUM: Sub Culture Urban Marketing.<sup>91</sup>

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#### Partnerships & Collaborations

CA Behavioral Health & Wellness Initiative

Smoke-free Public Housing: Helping Smokers Quit

National Behavioral Health Network  
The National Partnership on Behavioral Health and Tobacco Use  
UC Quits  
Pfizer IGLC  
SAMHSA

### Behavioral Health

Curricula & Online Training  
Fact Sheets & Reports  
Presentations  
Publications  
Toolkits

### Vulnerable Populations

Education Level  
Homeless  
Low Socioeconomic Status  
LGBT  
Race/Ethnicity

### Resources

Campaigns & Initiatives  
Curricula & Online Training  
Fact Sheets & Reports  
Infographics  
Publications  
Presentations  
Toolkits  
1-800-QUIT-NOW cards  
Asian Smokers' Quitline  
Videos

### Webinars

Free CME/CE Credit for Webinar Collections  
Individual Recordings Available for CME/CE Credit  
Webinar Archive

### Ways to Quit

Medications  
Online Resources  
Social Support  
Treatment Options  
Quitline

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**Source URL:** <https://smokingcessationleadership.ucsf.edu/homeless>

#### Links

[1] <http://www.publichealthlawcenter.org/sites/default/files/resources/Underserved-Overlooked-Tobacco-Addiction-Homeless-2017.pdf>

[2] <http://www.publichealthlawcenter.org/sites/default/files/resources/tclc-homeless-tobacco-FAQ-2016.pdf>