

Social Branding to Decrease Lesbian D-sxo , Gay D-sxo , Bisexual D-sxo , and Transgender D-gen Young Adult D-age Smoking. Introduction: Lesbian D-sxo , gay D-sxo , bisexual D-sxo , and transgender D-gen (LGBT L-loc) individuals are more likely to R-rel smoke than the general population. This study evaluated a Social Branding intervention P-trt , CRUSH, which included an aspirational brand C-oth , social events, and targeted media to discourage smoking among LGBT L-loc young adults D-age in Las Vegas L-loc , NV. Methods: Cross-sectional surveys M-mth (N = 2,395) were collected in Las Vegas L-loc LGBT L-loc bars at 2 time points 1 year B-tme apart. Multivariate logistic regressions M-mth examined associations between R-rel campaign exposure B-exp , message understanding, and current (past 30 days B-tme) smoking, controlling for demographics D-soc . Results: LGBT L-loc individuals were significantly more likely to R-rel report current (past 30 day B-tme) smoking than heterosexual D-sxo / straight D-sxo , gender D-gen -conforming participants. Overall, 53% of respondents M-mth reported exposure B-exp to CRUSH; of those exposed, 60% liked the campaign, 60.3% reported they would attend a CRUSH event on a night when they usually went somewhere else, and 86.3% correctly identified that the campaign was about “partying fresh and smokefree.” Current smoking B-use was reported by 47% of respondents M-mth at Time 1 and 39.6% at Time 2. There were significant interactions between time and campaign exposure B-exp and campaign exposure B-exp and understanding the message. Among those who understood the CRUSH smokefree message, the highest level of campaign exposure B-exp was significantly associated with R-rel 37%–48% lower odds for current smoking B-use . Conclusions: While longitudinal studies M-mth would better assess the impact of this intervention P-trt , CRUSH shows promise to reduce tobacco use B-use among LGBT L-loc bar patrons.