

Smoking Cessation B-ces Awareness and Utilization Among **Lesbian D-sxo** , **Gay D-sxo** , **Bisexual D-sxo** , and **Transgender D-gen** **Adults D-age** : An Analysis of the **2009–2010 B-tme** **National Adult Tobacco Survey M-dat** . Introduction: Each year, there are **more than R-rel** 480 000 deaths in the **United States L-loc** attributed to smoking. **Lesbian D-sxo** , **gay D-sxo** , **bisexual D-sxo** and **transgender D-gen** (**LGBT L-loc**) **adults D-age** are a vulnerable population that smokes at higher **rates B-prv** than **heterosexuals D-sxo** . Methods: We used data collected from the **National Adult Tobacco Survey M-dat** **2009–2010 B-tme** , a large, **nationally representative M-mth** study using a **randomized M-mth** , national **sample M-mth** of US landline and cellular telephone listings, (N = 118 590). We compared **LGBT L-loc** **adults D-age** to their **heterosexual D-sxo** counterparts with regard to **exposure B-exp** to **advertisements P-mkt** promoting **smoking cessation B-ces** , and awareness and use of **tobacco treatment P-trt** services, including **quitlines P-trt** , **smoking cessation B-ces** classes, health professional **counseling P-trt** , **nicotine replacement therapy P-trt** , and **medications P-trt** . Results: Fewer **GBT men D-gen** , compared to **heterosexual D-sxo** **men D-gen** , were aware of the **quitline P-trt** . However, **LGBT L-loc** individuals have similar **exposure B-exp** to tobacco **cessation B-ces** **advertising P-mkt** , as well as similar awareness of and use of evidence based **cessation B-ces** methods as compared to **heterosexual D-sxo** peers. Conclusions: The similarity of awareness and use of **cessation B-ces** support indicates a need for **LGBT L-loc** -specific efforts to reduce smoking disparities. Potential **interventions P-trt** would include: improving awareness of, access to and acceptability of current **cessation B-ces** methods for **LGBT L-loc** patients, developing tailored **cessation B-ces** **interventions P-trt** , and **denormalizing P-mkt** smoking in **LGBT L-loc** community spaces.