

FOR IMMEDIATE RELEASE

Community-Based Research Centre Launches Smoke Break *New national campaign aims to help 2S/LGBTQIA+ people quit or reduce smoking and vaping*

[Vancouver, February 18, 2026] In response to higher smoking rates in 2S/LGBTQIA+ communities, Community-Based Research Centre (CBRC) has launched Smoke Break, a multi-year smoking harm reduction program offering free, virtual peer support and nicotine replacement therapy delivered directly to participants' doorsteps.

Funded by Health Canada, [Smoke Break](#) (Ma pause fumée) aims to reach 12,500 2S/LGBTQIA+ people in Canada who smoke cigarettes or vape nicotine. Research shows that 2S/LGBTQIA+ people use tobacco at higher rates than the general population, driven in part by chronic stress related to homophobia, biphobia, and transphobia, as well as the social and coping roles smoking can play. A 2020 study found significantly high rates of smoking (34%) and vaping (28%) among 2S/LGBTQIA+ people (Planinac et al, 2023) compared to 2022 national smoking (10.9%) and vaping (5.8%) rates (Health Canada, 2023).

“Smoke Break offers practical, non-judgmental ways to reduce the harms associated with smoking,” says Julia Falco, Smoke Break’s project manager. “Not everyone is ready to quit, and we want people to know that’s okay. For some people, cutting back or simply re-thinking their relationship with smoking or vaping is a goal. Change often begins with small shifts, like talking to someone who understands, like with our peer support team, or exploring nicotine replacement options, which we send to participants free of charge.”

What Smoke Break offers

Smoke Break provides free, tailored support to 2S/LGBTQIA+ people age 18 and older across Canada. The program includes virtual one-on-one peer support, text support, optional group support, and up to \$400 in nicotine replacement supplies including gums, lozenges, patches, sprays, and inhalers to help manage nicotine withdrawal. Additional options include Zonnice nicotine pouches and FÜM, a nicotine-free flavoured air product.

All services are delivered by trained peer support workers who are 2S/LGBTQIA+ and have lived experience with smoking. Support is confidential, non-judgemental, trauma-informed, and



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available in both English and French. The number of sessions is tailored to individual needs, typically ranging from four to eight sessions, with up to 12 sessions available. To participate, individuals must sign up and [book an appointment](#) with a peer support worker.

Learn more or sign up at www.mysmokebreak.ca.

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ABOUT CBRC

Community-Based Research Centre (CBRC) promotes the health of people of diverse sexualities and genders through research and intervention development. CBRC's core pillars of community-led research, knowledge exchange, network building, and leadership development position the organization as a thought leader, transforming ideas into actions that make a difference in our communities. CBRC was incorporated in 1999 and is a non-profit charitable organization. Our main office is located in Vancouver, British Columbia, with staff working remotely across Canada.

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